

**POLICY TITLE: COMMUNICATION WITH THE PUBLIC**

Public Relations

The Agency shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the Board and staff to interpret the schools' needs to the community and provide a means for citizens to express their needs and expectations to the Board and staff.

The Superintendent shall establish and maintain a communication process within the school system and between it and the community. Such a public information program shall provide for news releases at appropriate times, arrange for news media coverage of Agency programs and events, provide for regular direct communications between individual schools and the citizens they serve, and assist staff in improving their skill and understanding in communicating with the public.

Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses and other such events or activities which may bring staff and citizens together.

It is the policy of the Canyon-Owyhee School Service Agency (COSSA) to communicate as effectively and accurately as possible with the public in regards to school related activities, functions, academic programs, and related programs in order to promote a well-informed citizenry.

In order to achieve this goal, the following practices shall be followed:

1. All news articles, radio broadcasts, TV appearances, and interviews pertaining to a particular building shall be cleared by the building Administrator and by the COSSA Chief Executive Officer (CEO).

2. All news articles, radio broadcasts, TV appearances, and interviews relating to the Agency as a whole shall be cleared by the COSSA Chief Executive Officer (CEO).

**Public Appearances at Board Meetings**

Meetings of the Board of Trustees of the Canyon-Owyhee School Service Agency (COSSA) shall be open to the public with the exception of executive sessions; those meetings called for the purpose of discussing personnel or student problems of a personal nature. The Board of Trustees welcomes the attendance of students, teachers, parents, and the general public to its meetings

Items for Board consideration shall be cleared through the Director's office one week prior to the regular Board meeting. Subsequent items may be placed on an agenda by the chairperson at the beginning of any Board meeting.

**LEGAL REFERENCE:**

None

**POLICY HISTORY:**

**Original Policy 102 adopted: 1992, Reauthorized 10-15-2018**

**Original Policy 104 adopted: 1992, Revised 5-21-12**

**Revised and reissued as Policy 4100 10-18-21**