

Beaverton School District 48J

Code: **KB**
Adopted: 6/04/12
Revised/Readopted: 12/11/17
Orig. Code(s): KB

Public Communications Program

The Board believes that public education can be improved, resulting in increased instructional benefits for students, by a strong communications program. This belief includes the following principles;

1. The communications program should be a planned, systematic, two-way process of communication between the district and its internal/external publics;
2. The communications program should be multi-faceted and should include a variety of media to efficiently and effectively inform all citizens of the district;
3. Public engagement and communications, to be effective, must include a planned program with involvement and feedback;
4. Communications must be internal as well as external and must stress the dissemination of factual, objective and realistic data about the district;
5. Public communications must be dynamic and sensitive to change as determined by events and evaluation of the program.

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)