

Keeping the public interested in and informed about public education in Mingo County lies unquestionably within the charge and province of the Board of Education and its chief administrative officer, the Superintendent of Schools. Continuous support and responsibility for the school system's growth and improvement are viewed as a shared obligation with the people. To insure general community wide acquaintance with its needs achievement, and potential for excellence, the Board and the Superintendent recognize that reaching desired common goals depend upon the collaborative efforts of parents, staff, students, and citizens in the broad school system community.

The Board of Education and the Superintendent recognize their roles in telling the complete story of the school system in action. They will seek to do so through the establishment of policies and programs of public information, communications, and public relations throughout the school system and the community. Such policies will function to achieve mutual involvement in the betterment of schools and will foster the improvement of relations within the system and with the general public. Moreover, in recognition of the incumbent need to encourage parental involvement in the planning and improvement of total educational efforts, the Board of Education and the Superintendent shall seek to identify numerous avenues, media, and opportunities for improving school/parent/citizen cooperation through the development of a two-way partnership in school public relations.

The Board of Education and the Superintendent will, in addition to continuing their efforts to be responsive to the public, the school system and community at large, establish and delegate to the Assistant Superintendent in charge of communication, the specific responsibilities of designing, implementing, and coordinating a formal, comprehensive program of school communications and public relations. Such a program will recognize the indispensable role of each of the school system's employees and identified person in the community in the development of an effective two-way communications network. Such a network will strive to promote broad community involvement in and consensus on the development of school system communication goals for education. These goals will assure continuity of educational advantages for the boys and girls whom the school system serves.

1001.00 SCHOOL SYSTEM COMMUNICATIONS AND PUBLIC RELATIONS CONTINUED

To this end, the Assistant Superintendent in charge of communications, directly responsible administratively to the Office of the Superintendent, shall have the following basic functions which shall be reviewed annually in terms of the goals and objectives of the school system:

1. Development and implementation of a comprehensive school-community relations program to insure regular and thorough exchange of information between the community and the Board of Education and its staff on all the policies, programs, problems, and planning of the school system.
2. Development of improved opportunities for achieving more effective external communications through increased citizen participation in school system activities and affairs and through expanded media relations.
3. Development is a resource center, clearinghouse, and dissemination agency for all available types of school system information.
4. Development of a program of scientifically designed surveys to be conducted at regular intervals to obtain public and internal opinion about the effectiveness of school system communications programs and to receive suggestions and recommendations for improvement and new directions.

Duties of the Communications Chairperson shall include development of an improved system of internal and external communication for the school system which will encompass work in a variety of media: including radio, TV, newspapers, bulletins, other types of publications, meetings, conferences, workshops, interviews, and speeches. This chairperson shall be responsible for cooperatively planning and coordinating, within the organizational structures of the school system, a continuous liaison with citizenry of the county and with various civic, government, business, service, and community organizations. Also, the department shall maintain a central file of school system information and shall be a service center on public education matters for the total community.

In establishing and supporting the Department of Communications, the Board of Education and the Superintendent recognize the following school-community relations goals:

1. Active partnership between the school system and the community through the establishment of a communications program for the school system.
2. Effective school-community relations efforts which are continuous, comprehensive, and diversified.

1001.00 SCHOOL SYSTEM COMMUNICATIONS AND PUBLIC RELATIONS CONTINUED

3. School-community communications enhanced by two-way channels of communication in a school system which is responsive to its various publics.
4. School-community communications and public relations as an "every member" responsibility.
5. Total professional commitment to finding appropriate answers to the question of what can be done to improve public understanding and support of Mingo County Schools.
6. Implementation of a communications program through the establishment of policies, the centralization of efforts, and the exchange of accurate information through organized channels of the school system working in conjunction with various community wide media sources.