

Policy KB: PUBLIC INFORMATION PROGRAM**Excelsior Springs 40****Original Adopted Date:** 10/12/1998 | **Last Revised Date:** 05/13/2019**Status:** ADOPTED

Open communication with the district's students, parents/guardians, employees and the public is essential for the school district to operate effectively. The Excelsior Springs School District #40 Board of Education places high importance on conveying information concerning the district's goals, achievements, activities and operations to these groups.

The district will make a systematic effort to communicate with the public using a variety of communication channels. The Board of Education authorizes the expenditure of funds for the purpose of preparing and distributing information to the general public. Employees and Board members will maintain an effective working relationship with the news media.

It shall be the responsibility of the superintendent of schools to design and maintain an informational program for the purpose of keeping the public knowledgeable of the school programs and activities. The assistant superintendent for instruction shall act as director of public relations for the district and shall work with principals in providing information to the public and may develop administrative procedures needed to accomplish this task.

Spokespersons

The superintendent, Board president or designee will serve as official spokespersons for the district. All employees and Board members will direct requests for official statements about district business from the public or members of the media to the district's spokespersons. Board members should emphasize to the media and members of the public that they may only speak as individual Board members unless empowered by the Board to speak on its behalf.

Communications Plan

The Board directs the superintendent or designee to develop and disseminate written guidelines to further the goals of this policy, including a communications plan that aligns with relevant Board policies and administrative procedures and addresses:

1. Guidelines for employees communicating with the media.
2. Communicating during emergency situations.
3. Use of the district's website and social media.
4. Sharing information within the district.
5. Sharing information with the public.

Effective Communications

The district recognizes that Board members and employees have regular contact with students, parents/guardians and the public in general. When interacting with the public, all district employees and Board members are responsible for communicating accurate information about district policies and programs and promoting effective school-home-community partnerships. District employees will not be disciplined for speech that is protected by law.

In all communications, the Board and its employees will:

1. Disseminate accurate and timely information about district policies, programs, procedures, achievements, decisions and critical issues.
2. Eliminate rumors and misinformation.
3. Observe confidentiality and other restrictions imposed by law and Board policy.
4. Promote a climate of trust.

Specific Information

The district will provide parents/guardians and members of the public information as required by law. Board policies and related documents, including current versions of district handbooks, will be posted on the district's website. School and district report cards may be posted on the district's website and will be distributed to the public as determined by the superintendent or designee. The district will post notice of Board meetings and make copies of these notices available to representatives of the news media upon request. Other public information will be available in the district's buildings or administrative offices for viewing by the public during the office's normal business hours, as required by law and in accordance with policy BDDL.

The superintendent or designee will develop a communication system for the exchange of information between the district and staff, students, parents/guardians and others when school or school activities are canceled. Notice of the closing and reopening of school or cancellation of activities will be publicized through local media, the district's website and other district information dissemination options.

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Note: The reader is encouraged to check the index located at the beginning of this section for other pertinent policies and to review administrative procedures and/or forms for related information.

Policy Reference Disclaimer: These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

State Reference

§105.055, RSMo.

§160.522, RSMo.

§160.570, RSMo.

§161.670, RSMo.

§162.208, RSMo.

Description

[State Statute](#)

[State Statute](#)

[State Statute](#)

[State Statute](#)

[State Statute](#)

Federal Reference

20 U.S.C. § 1400-1417

29 U.S.C. § 794

34 C.F.R Part 300

42 U.S.C. §§ 12101-12213

7 C.F.R. § 210.12

Description

[Individuals with Disabilities Education Act](#)

[Section 504 of the Rehabilitation Act of 1973](#)

[Individuals with Disabilities Education Act](#)

[Americans with Disabilities Act](#)

[Federal Regulation](#)

7 C.F.R. § 245.5

[Federal Regulation](#)**Policy Reference****Description**

BDDL

[RELEASE OF INFORMATION](#)

CH

[POLICY IMPLEMENTATION AND DISSEMINATION](#)

DCB

[POLITICAL CAMPAIGNS](#)

DI

[FISCAL ACCOUNTING AND REPORTING/ACCOUNTING SYSTEM](#)

DIE

[AUDITS](#)

EBC-2

[EMERGENCY DRILLS](#)

EFB

[FREE AND REDUCED-PRICE FOOD SERVICE](#)

EHB

[TECHNOLOGY USAGE](#)

GBH

[STAFF/STUDENT RELATIONS](#)

GBL

[PERSONNEL RECORDS](#)

IGAEB

[SEXUAL HEALTH INSTRUCTION](#)

IGBB

[PROGRAMS FOR GIFTED STUDENTS](#)

IGBC

[PARENT AND FAMILY INVOLVEMENT AND ENGAGEMENT](#)

IL

[ASSESSMENT PROGRAM](#)

IL-1

[ASSESSMENT PROGRAM](#)

JO

[STUDENT RECORDS](#)

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[STUDENT RECORDS](#)

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