

Community Relations

Connection with the Community

Public Relations

Since it is recognized that public understanding and support are basic to the mission of the cooperative, it is the policy of SASED to keep the public informed.

The Governing Board President or in his or her absence, the Board of Control Chairperson is the official spokesperson for SASED. The Executive Director is the cooperative's chief spokesperson. The Executive Director or designee shall plan and implement a SASED public relations program to keep our communities informed and build support through open and authentic communications. The public relations program shall include, without limitation, media relations; internal communications; communications to the communities we serve; communications to students and parents/guardians; emergency communications in coordination with the Safety Coordinator; the SASED website and social media channels; and other efforts to reach all audiences using suitable mediums.

SASED shall endeavor to develop and maintain relationships with other community and governmental agencies which provide an opportunity to achieve common goals. The staff shall be encouraged to use community resources to the advantage of students.

CROSS REF.: 8:110 (Public Suggestions and Concerns)

ADOPTED: September 13, 2016