COMMUNITY RELATIONS

Public Information

The Office of Community Relations shall, upon request, provide assistance to schools and departments in all facets of their community relations functions. Assistance shall include preparing publications that communicate the educational values, the direction, and the expectations of the School Division; preparing electronic and print news releases; communicating with the news media; and publishing the “Communication Guidelines.”

School publications, websites, school-business partnerships, and news releases shall be used to foster effective communication, to improve community relations, to help the schools/parents/guardians remain current with students’ educational needs, and to help ensure equity for all students.

Each school shall publish a periodic newsletter (either a printed or an electronic version) informing parents/guardians of forthcoming events and keeping them abreast of current school and Division developments. Schools are encouraged to forward a copy to the Office of Community Relations. Teachers are expected to update their classroom pages on their school websites on a weekly basis at a minimum.

The Office of Community Relations shall provide assistance to the public that shall include, but is not limited to, using print and electronic media to announce public meetings; publicizing the strategic plan, programs, and activities of the School Division; soliciting citizens’ input on issues; and addressing citizens’ concerns to ensure two-way communication with all stakeholders.

The Office of Community Relations shall also assist the news media by preparing news releases, fielding inquiries, researching information, and reporting school news to the public.

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for implementing and monitoring this regulation.

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for reviewing this regulation in 2018.

PRINCE WILLIAM COUNTY PUBLIC SCHOOLS