

9121 COMMUNICATIONS

The Randolph Township Board of Education recognizes the importance of maintaining open and honest communications. In August of each school year, the Superintendent or ~~Communications Coordinator~~ **Director of Communications and Digital Media** shall address two-way communication that focuses on fostering student achievement and civic engagement, strengthening the education process. Regular, informative, factual information shall be shared with parents, staff, students and the community. The communications flow among all these groups shall be encouraged and recognized.

The plan shall embody the following objectives:

1. Disseminate accurate, timely information about school policies, programs, procedures, achievements, decisions, critical issues;
2. Provide and publicize multiple communication vehicles;
3. Design programs and practices to provide an open climate that will elicit ideas, suggestions, reactions from the community and employees alike;
4. Build effective working relationships with the news media;
5. Encourage, maintain and reward an organizational environment where all district staff members are aware that they share the responsibility for communication of school policies, programs and activities to parents, their peers, and other members of the community;

Adopted: 17 July 2012

Revised: _____

