

BOARD AGENDA ITEM

March 8, 2011

SUBJECT:

Proposed Revision to Policy KD *Public Information and Communication*
Second Reading

BACKGROUND:

This policy revision was reviewed on first reading February 22, 2011. With only an editorial change to the procedure, the revision was approved.

ADMINISTRATIVE CONSIDERATION:

Policy KD deals with communications, generally. The administration has made an addition to this policy in order to demonstrate the importance the Board assigns to communications to and from patrons, generally, and the handling of patron concerns. The suggested change demonstrates that the Board deals with such communications in an appropriate and expeditious manner. A protocol has also been adopted as a template and guide for this procedure, but it is not suggested for inclusion within the policy, as only the Superintendent and the Board Members will be implementing the same. This will allow the procedure to be more easily revised from time to time, if necessary.

RECOMMENDATION:

Adopt the proposed amendment to Policy KD on second reading and approve the suggested protocol that has been developed as a result of this undertaking.

ATTACHMENT:

- 1) Policy KD as revised
- 2) Procedures for handling communications to Board members, as edited since first reading

PREPARED BY:

Elizabeth Everitt, Ph.D.
William H. Burkhalter, Jr.

Policy KD Public Information and Communication

Issued 3/11

Purpose: To establish the board's vision for the district's public information and communication program.

It will be the policy of the board to keep the community informed of the objectives, achievements, needs and conditions of the school system.

The board of trustees will seek to keep the citizens of the district regularly and thoroughly informed through all the channels of communication.

The people in this community are interested in their schools as an extension of their homes, an extension that exists to furnish a special form of aid in the development of their children.

Therefore, the board will make every attempt to do the following.

- Keep the public informed regarding the policies, administrative operation, objectives, educational program and successes or failures of the schools and the needs of the school system.
- Provide the means for furnishing full and accurate information, favorable and unfavorable, together with interpretation and explanation of the school plan and programs.
- Efficiently handle communications received at the District Office but addressed to individual Board Members, or the Board as a whole, as well as routing inquiries or concerns that are received by Board Members, individually or collectively, that should be referred to the Superintendent by Policy BBAA.

The superintendent will supervise the public information program of the district. The district office will implement and coordinate the program.

Adopted 11/9/71; Revised 2/26/02

The School District of Aiken County

PROCEDURES FOR HANDLING COMMUNICATIONS TO BOARD MEMBERS

MAIL ADDRESSED SOLEY TO INDIVIDUAL BOARD MEMBERS

1. Mail to individual Board Members will be forwarded from the Board Assistant. Staff will assist the Board member if information is required for a reply.

MAIL ADDRESSED TO ALL BOARD MEMBERS

2. Mail to all Board Members will be reviewed by the Board Assistant and forward any questions to appropriate staff for answers or information. The correspondence and the reply will be copied to all Board members.

ADDITION TO BOARD AGENDA

3. Bi-weekly, the Board Chair and/or Vice-Chair will review any Board correspondence with the Superintendent and place items of interest on the Board Agenda. Any Board member can request that a letter to the Board be placed on the agenda.

INQUIRIES AND CONCERNS ADDRESSED TO BOARD MEMBER(S)

4. Communications received by individual Board Members, or the Board collectively, will be promptly referred to the Superintendent, as appropriate, where the subject matter thereof is administrative in nature, as provided by Policy BBAA.