



SECTION II: COMMUNITY RELATIONS POLICY 2020

COMMUNICATION RESPONSIBILITIES OF BOARD OF EDUCATION AND STAFF

The Broken Arrow Board of Education recognizes the necessity of effective communications with all stakeholders and patrons of Independent School District 3 of Tulsa County, Oklahoma. The Board believes that it is the responsibility of each elected Board member, the District's Communications and Public Relations Division, and all employees of the school district to pursue active, two-way communications with the public. Through this effort, educational experiences in the public schools of Broken Arrow are highlighted and positive home- school partnerships founded.

By informing the public through various means that are systematic and adequate, the district will benefit because citizens will be receiving accurate and timely information from the district itself rather than hearsay or conjecture.

The district should provide internal and external public members with an interpretation of decisions and rationale for actions, along with an open climate to solicit ideas, share information, receive suggestions and gauge reactions. Board of Education members and the Communications and Public Relations Division must maintain an effective working relationship with the news media. Audits of communications efforts at the site and district level must be conducted to ensure effective and continuous programs that foster positive interaction and effective communication.

Source: *Broken Arrow Board of Education policy adoption, October 15, 2001.*
Broken Arrow Board of Education policy revised, July 13, 2009.
Broken Arrow Board of Education policy revised, July 10, 2017.
Broken Arrow Board of Education policy revised, December 11, 2017.