PUBLIC INFORMATION PROGRAM

Pursuant to Board policy, the intent of this administrative regulation is to encourage an open flow of communication, rather than to be restrictive. Good communication outward should be clear, consistent, and non-contradictory in the message it provides while solicitation of input via surveys and other research techniques should use scientific methodology and not be burdensome to the respondents.

A. To ensure there is an open flow of communication, the superintendent, or his/her designee shall:

1. Keep its constituent, partners, the intermediate district staff and the public regularly and accurately informed about goals, policies and programs of the intermediate district.

2. Solicit the advice of constituent, partners, staff and the public through appropriate channels.

3. Charge all staff with the responsibility of carrying out this policy as normal part of regular operations.

4. Cooperate in a reasonable and responsible way with the news media.

5. Develop and maintain an organized and continuing program of communications between the administration and the staff and between the intermediate district and its external audiences, the constituent, partners, and the public.

6. Be responsible for the public relations and marketing program of the intermediate district.

7. Ensure that all materials and information prepared by the intermediate district staff for external distribution should be professional in content and appearance, reflecting a positive and contemporary graphic identity. All such materials should be identified as coming from the Ingham Intermediate School District and should carry the district’s official logo.

B. External communications should always reflect the quality and consistency that the intermediate school district espouses.
1. The superintendent is the official spokesperson of the school district with power to delegate as appropriate.

2. There is no intent to restrict routine communications with constituent districts or with students or parents of students enrolled in intermediate district programs on matters covered by established policies or included in established programs. However, communications, which would create new policies or regulations, alter the interpretation of existing ones, lead to expectations of the intermediate district, or incur obligations on its behalf, need prior authorization. Staff members are expected to use good judgment when speaking on behalf of the district or in contexts where it might be construed that they are acting within that capacity. This is particularly true in discussing programs or positions, which are under consideration but have not received final approval. Personal opinions on speculative matters, if expressed, should be qualified as such.

3. Staff members presenting testimony and/or position papers before legislative hearings, study committees, and the like on behalf of the school district are expected to clear these with their division head before presentation.

4. Staff members making similar presentations on behalf of professional associations or other groups with which they are not affiliated are expected to clearly differentiate that they are not expressing the school district's position.

5. Written communications to the public, such as press releases, program announcements, and brochures and formal communications, such as newsletters, are to be cleared through the director of public information prior to release. An important function of the office of director of public information is to provide editorial assistance and advice in design, lay out, illustrations, etc. to departments needing such assistance.

6. Planning and evaluation services can assist with methodology concerning surveys, questionnaires, and similar research tools. Staff should check with planning and evaluation when working with such tools.

7. Communications regarding cooperative projects with constituent districts or other agencies should be approved prior to release. It is the duty of the staff member responsible for liaison with outside agencies to keep them informed of joint communications being developed and to secure approvals when necessary.

**Administrative Regulation**

Approved: September 15, 1981