

## **Public Relations Policy**

The Loveland Classical Schools' (LCS) Board of Directors believes it is the responsibility of each Board member, as well as each employee of LCS, to actively pursue a two-way communications program that highlights the educational experiences at LCS and promotes effective school, home, and community partnerships.

The Board recognizes that citizens have a right to know what is occurring in their public schools, that Board members and school administrators have an obligation to see that all publics are kept systematically and adequately informed, and that LCS benefits from citizens getting all information--good and bad--directly from the school itself.

The Board affirms the following objectives:

- To maintain an effective two-way communication system between LCS and its various publics which ensures:
  - Dissemination of accurate, timely information about school policies, programs, procedures, achievements, decisions, critical issues;
  - Interpretation of decisions and action;
  - Elimination of rumors and misinformation;
  - Programs and practices designed to provide an open climate which will elicit ideas, suggestions, reactions from the community and employees alike;
  - An effective working relationship with the news media.
- To maintain a Public Relations team, which will coordinate LCS' communication efforts.
- To develop and maintain an organizational environment where all school staff members are aware that they share the responsibility for communication of school policies, programs and activities to parents, members of the educational and other communities.
- To maintain a written plan of communication policies and guidelines, which will be available to employees and to the public upon request.
- To support the establishment of an ad-hoc Communications Review Committee to review and evaluate school-wide two-way communication efforts.

Board members believe it is essential to the development of excellence in the education of students that the maximum possible knowledge about the goals, achievements, activities and operations of LCS be conveyed to the students, staff and citizens.

The Board therefore reaffirms its commitment to openness in relationships with its patrons. The Board further believes that the citizens, as well as the staff and students, should be consulted and involved in the problem-solving and decision-making processes at as early a stage as possible. This involvement should be solicited actively and honestly through a wide variety of means.

LCS Policy Adopted February 2, 2012