

Policy KB: PUBLIC INFORMATION PROGRAM

Status: ADOPTED

Original Adopted Date: 01/23/2020 | **Last Revised Date:** 05/01/2025 | **Last Reviewed Date:** 05/01/2025

Open communication with the district's students, parents/guardians, employees, and the public is essential for the school district to operate effectively and maintain public trust. The district will regularly communicate to all district stakeholders the progress toward the district's mission, vision, and goals, as well as other information about the use of taxpayer funds and district operations.

The district will make a systematic effort to communicate with the public using a variety of communication channels. The board authorizes the expenditure of funds for the purpose of preparing and distributing information to the general public. Employees and board members will maintain an effective working relationship with the news media.

Spokespersons

The superintendent, board president, or designee will serve as official spokespersons for the district. All employees and board members will direct public or media requests for official statements about district business to the district's spokespersons. Board members should emphasize to the media and members of the public that they may speak only as individual board members unless empowered by the board to speak on its behalf.

Communications Plan

The board directs the superintendent or designee to create a written communications plan that outlines multiple methods for two-way, reliable communication with all stakeholders. The superintendent or designee will review this plan on a regular basis and present it to the board.

The board directs the superintendent or designee to develop and disseminate written guidelines to staff to further the goals of the communications plan, including:

1. Employee communications with the media.
2. Communicating during emergency situations.
3. Use of the district's website and social media.
4. Sharing information within the district.
5. Sharing information with the public.

Effective Communications

The district recognizes that board members and employees have regular contact with students, parents/guardians, and the public in general. When interacting with the public, all district employees and board members are responsible for communicating accurate information about district policies and programs and promoting effective school-home-community partnerships.

In all communications, the board and its employees will:

1. Disseminate accurate and timely information about district policies, programs, procedures, achievements, decisions, and critical issues.
2. Eliminate rumors and misinformation.
3. Observe confidentiality and other restrictions imposed by law and board policy.
4. Promote a climate of trust.

District employees will not be disciplined for speech that is protected by law.

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Policy Reference Disclaimer:

These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

State	Description
§ 105.055, RSMo.	State Statute
§ 160.522, RSMo.	State Statute
§ 160.570, RSMo.	State Statute
§ 161.670, RSMo.	State Statute
§ 162.208, RSMo.	State Statute
Federal	Description
20 U.S.C. § 1400-1417	Individuals with Disabilities Education Act
29 U.S.C. § 794	Section 504 of the Rehabilitation Act of 1973
34 C.F.R Part 300	Individuals with Disabilities Education Act
42 U.S.C. §§ 12101-12213	Americans with Disabilities Act
7 C.F.R. § 210.12	Federal Regulation
7 C.F.R. § 245.5	Federal Regulation

MSIP

L-8

Description[MSIP STANDARDS](#)**Cross References****Code**

BCB

BDDL

BDDL-AP(1)

BDDL-AF(1)

CH

DCB

DI

DI-AP(1)

DI-AP(2)

DIE

DIE-AP(1)

EBC-1

EBC-1-AP(1)

EBC-2

EBC-2-AP(1)

EFB

EHB

EHB-AP(1)

EHB-AP(2)

EHB-AF(1)

EHB-AF(2)

EHB-AF(3)

EHB-AF(4)

Description[BOARD OFFICERS](#)[RELEASE OF INFORMATION](#)[RELEASE OF INFORMATION - \(Records Requests\)](#)[RELEASE OF INFORMATION - \(Request to Examine and/or Copy District Records\)](#)[POLICY IMPLEMENTATION AND DISSEMINATION](#)[POLITICAL CAMPAIGNS](#)[FISCAL ACCOUNTING AND REPORTING/ACCOUNTING SYSTEM](#)[FISCAL ACCOUNTING AND REPORTING/ACCOUNTING SYSTEM](#)[FISCAL ACCOUNTING AND REPORTING/ACCOUNTING SYSTEM - \(Disposition of Abandoned Property\)](#)[AUDITS](#)[AUDITS - \(Audit Process\)](#)[EMERGENCY DRILLS](#)[EMERGENCY DRILLS - \(Emergency Closings\)](#)[EMERGENCY DRILLS](#)[EMERGENCY DRILLS - \(Emergency Closings\)](#)[FREE AND REDUCED-PRICE FOOD SERVICE](#)[TECHNOLOGY USAGE](#)[TECHNOLOGY USAGE - \(Technology Safety\)](#)[TECHNOLOGY USAGE - \(Access to Blocked or Filtered Content\)](#)[TECHNOLOGY USAGE - \(Parent/Guardian Technology Agreement\)](#)[TECHNOLOGY USAGE - \(Student User Agreement\)](#)[TECHNOLOGY USAGE - \(Employee Technology Agreement\)](#)[TECHNOLOGY USAGE - \(External User Technology](#)

	<u>Agreement)</u>
GBH	<u>STAFF/STUDENT RELATIONS</u>
GBH-AF(1)	<u>STAFF/STUDENT RELATIONS - (Parent/Guardian Notice of Electronic Communications with Students)</u>
GBL	<u>PERSONNEL RECORDS</u>
GBL-AP(1)	<u>PERSONNEL RECORDS</u>
GBL-AF(1)	<u>PERSONNEL RECORDS - (Certificated New Employee Information)</u>
GBL-AF(2)	<u>PERSONNEL RECORDS - (Non-Certificated New Employee Information)</u>
GBL-AF(3)	<u>PERSONNEL RECORDS - (Ethnicity and Race Staff Self-Identification Form)</u>
GBL-AF(4)	<u>PERSONNEL RECORDS - (Beneficiary Designation)</u>
IGAEB	<u>SEXUAL HEALTH INSTRUCTION</u>
IGAEB-AF(1)	<u>SEXUAL HEALTH INSTRUCTION - (Provider Affirmation)</u>
IGBB	<u>PROGRAMS FOR GIFTED STUDENTS</u>
IGBB-AP(1)	<u>PROGRAMS FOR GIFTED STUDENTS - (Gifted Identification and Placement)</u>
IGBC	<u>PARENT AND FAMILY INVOLVEMENT AND ENGAGEMENT</u>
IGBC-AF(1)	<u>PARENT AND FAMILY INVOLVEMENT AND ENGAGEMENT - (District Title I Parent and Family Involvement and Engagement Plan)</u>
IGBC-AF(2)	<u>PARENT AND FAMILY INVOLVEMENT AND ENGAGEMENT - (School Title I Parent and Family Involvement and Engagement Plan)</u>
IGBI	<u>HOME SCHOOLING AND OTHER EDUCATIONAL OPTIONS</u>
IGBI-AF(1)	<u>HOME SCHOOLING AND OTHER EDUCATIONAL OPTIONS - (Written Declaration of Enrollment)</u>
IL-1	<u>ASSESSMENT PROGRAM</u>
IL-2	<u>ASSESSMENT PROGRAM</u>
JHA	<u>STUDENT INSURANCE</u>
JO-AP(2)	<u>STUDENT RECORDS - (Disclosure of Photographs, Images and Recordings Maintained by the District)</u>
JO-AF(1)	<u>STUDENT RECORDS - (FERPA Release)</u>

JO-AF(2)	<u>STUDENT RECORDS - (Record of Requests for Information)</u>
JO-AF(3)	<u>STUDENT RECORDS - (Request to Amend Education Records and Request for a Hearing)</u>
JO-AF(4)	<u>STUDENT RECORDS - (Response to Hearing)</u>
JO-AF(5)	<u>STUDENT RECORDS - (Request for Education Records)</u>
JO-AF(6)	<u>STUDENT RECORDS - (Transfer of Records to School Student is Currently or Prospectively Attending)</u>
JO-AF(7)	<u>STUDENT RECORDS - (Conditions for Disclosure of Student Records to Officials and Authorities of the State Juvenile Justice System)</u>
JO-AF(8)	<u>STUDENT RECORDS - (Letter to Parent Regarding Receipt of a Subpoena)</u>
JO-AF(9)	<u>STUDENT RECORDS - (Nondisclosure Agreement)</u>
JO-1	<u>STUDENT RECORDS</u>
JO-1-AP(1)	<u>STUDENT RECORDS - (K-12 Districts)</u>
JO-2	<u>STUDENT RECORDS</u>
JO-2-AP(1)	<u>STUDENT RECORDS - (K-8 Districts)</u>