

ARTICLE 1 COMMUNITY RELATIONS

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PUBLIC RELATIONS

Concepts and Roles

The Association will consider the principles of good public relations in all its activities and in all phases of its program:

1. Public relations is defined as a threefold activity consisting of:
 - a. identifying the various publics the Association affects and the various publics which affect the Association.
 - b. "keeping a finger on the pulse" of these publics, keeping informed of changes in their opinions and considering the impact Association action or lack of action will have on their opinions.
 - c. communicating what has been done in the best manner to the publics once an action has been taken or a decision made.
2. The Association seeks to develop public understanding of the role and function of the local board of education, to develop public confidence in the local board of education as the policy making body of the public school system, to create public understanding of and confidence in the public educational program, and to secure citizen support for the public schools.
3. The Association seeks to develop statewide confidence in the Association as the state-level representative of all local boards of education.
4. The Association's public relations program is an intrinsic part of its total program activities and emanates from those activities.
5. The Association's public relations program shall be honest in intent and execution. It shall be continuous, positive in approach, sensitive to its publics and as comprehensive as possible.
6. The Association shall act as an advocate for the state's children.
7. The Association shall act as an advocate for the interests of local control of public education.

Policy adopted by
Board of Directors: 9/81

CONNECTICUT ASSOCIATION OF
BOARDS OF EDUCATION, INC.

PUBLIC RELATIONS

Communication Through Publications

The purpose of Association publications shall be:

- to publish information and points of view beneficial to public education and boards of education in Connecticut, and
- to publish information promoting the beliefs, policies and activities of the Association and its membership.

The Association shall attempt to present a variety of information which will help the general public and local boards of education to understand and respond constructively to educational issues.

The Association encourages the presentation of alternative points of view in Association publications; However, editorial control shall be maintained by the Executive Director.

Policy adopted by
Board of Directors: 9/81
Revised: 9/5/96

CONNECTICUT ASSOCIATION OF
BOARDS OF EDUCATION, INC.

PUBLIC RELATIONS

Communication Through Participation of Staff

Administration of the total public relations program shall be the direct responsibility of the Executive Director, who will normally work through the Senior Staff Associate For Communications.

The Senior Staff Associate For Communications shall, under the direction of the Executive Director, be responsible for carrying on day-to-day operations of the program, for the preparation of information and its dissemination through the media, and for any other duty or function related to the Association public relations effort, and for serving as advisor and consultant on public relations aspects of the Association's total program.

The Senior Staff Associate For Communications shall serve as staff liaison to any Association communications committee which serves as an advisory committee on policy for the overall communications program.

Regulation approved by
Executive Director: 4/81
Revised: 12/8/89
Revised: 5/10/96

CONNECTICUT ASSOCIATION OF
BOARDS OF EDUCATION, INC.

PUBLIC RELATIONS**Communication Through Cooperation With Other Agencies**

To communicate effectively with regional, state and national groups and agencies concerned with the study, planning and promotion of public education, the Association will exchange representation with such groups and agencies whenever it is in the best interests of the Association and public education in Connecticut.

(cf. 6020 - Cooperation With Other Agencies)

Policy adopted by
Board of Directors: 9/81

CONNECTICUT ASSOCIATION OF
BOARDS OF EDUCATION, INC.

PUBLIC RELATIONS**Requests Made By Members Of the Public For Information**

Upon request, CAFE will provide appropriate non-confidential information that it publishes or collects to members of the public who provide CAFE with their name and address.

Questions concerning the appropriateness or confidentiality of specific information to be released, as well as questions concerning the identity of, or the refusal to provide identification by, anyone requesting information, shall be referred to a member of the Director level staff prior to the release of any information.

Policy adopted by
Board of Directors: 10/18/89

CONNECTICUT ASSOCIATION OF
BOARDS OF EDUCATION, INC.

PUBLIC RELATIONS

Requests Made By Members Of The Public For Information

When any member of the public providing his/her name and address makes a request for information in writing, by telephone or in person, CABE employees may release to the requester copies of appropriate non-confidential information published or collected by CABE, or may provide the requester with an oral description or summary of that information.

If any person requesting information refuses to provide his/her name and address, or provides a name and address that leads a CABE employee to question the requester's identity, the CABE employee shall refer the request to a member of the Director level staff.

If any member of the public comments or makes a request for information which seems adversarial in nature or critical of a board or a superintendent, the CABE employee shall notify a member of the Director level staff so that the superintendent or board chairperson may be notified, as appropriate.

Only information which is known to be appropriate and non-confidential may be released. CABE employees should direct any questions concerning the appropriateness or confidentiality of the information to a member of the Director level staff.

At the discretion of a member of the Director level staff, members of the public requesting large amounts of information requiring extensive photocopying may be charged for that material consistent with CABE's costs.

Regulation approved by
Executive Director: 3/2/90

CONNECTICUT ASSOCIATION OF
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