**Operating Procedure No. 4000P**

**Community Relations**

**COMMUNITY RELATIONS PROCEDURE**

The Puget Sound Educational Service District (PSESD) believes its educational communication program should interpret public attitudes, identify the policies and procedures of the ESD with the public interest and execute a program of action to encourage public and school district involvement and to earn public and school district understanding and acceptance. Accordingly, the education communication program of PSESD should provide for:

1. Activities necessary for communication between PSESD and its internal and external audiences.

2. Provisions for providing those audiences information about the ESD--its goals, functions, activities, accomplishments, and needs.

3. An open-door policy for representatives of news media, community groups, and citizens.

4. Maximum use of audio-visual media for communication -- radio, television, film, slide presentations, and displays.

5. Special opportunities for PSESD staff members to learn about understand and react to the organization's goals and processes.

6. Opportunities for feedback and reaction by PSESD's many stakeholders. The ESD not only must inform its stakeholders about what it is doing, but it has an obligation to learn of the community's reaction to the ESD.

7. Opportunities for involvement and participation by PSESD's stakeholders. The ESD, through its communication and other administrative processes, will find ways to involve all interested stakeholders, either directly or in an advisory capacity, in educational activity, decision-making and evaluation including engaging stakeholders and community groups of color for the purpose of developing relationships, trust, and partnerships for achieving educational racial equity.

Adopted: November 1980

Revised: May 2013

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