



Responsible Office: Office of Communications and Community Engagement

BOARD POLICY 1160

COMMUNICATIONS, COMMUNITY RELATIONS, AND PUBLIC ENGAGEMENT

PURPOSE

The Washoe County School District (District) Board of Trustees (Board) recognizes the benefit in planned and effective District communication with all employees, parents/guardians, students, and the community. Plans shall be implemented to actively inform the District's internal and external audiences, and whenever appropriate, to involve them in the decision-making process and to seek their input.

DEFINITIONS

1. "Community group" refers to a group or organization of any size whose members aim at making desired improvements for the benefit of a particular group of people or the general public/community.
2. "Community service agency" refers to an organization that offers support to individuals, families, groups, and the community. Support can include, but is not limited to, information, advice, financial assistance, or a combination of public services. The agency can be a government or non-government organization.
3. "Stakeholders" refers to employees, students, parents/guardians, and family members, and/or the community who have an interest or concern about a District initiative, program, or service.

POLICY

1. The Board, Superintendent, and District employees should promote collaboration and communication between the District, other local governments, families, students, and others in the community, and encourage sharing the responsibility for education of students.
2. The Board encourages attendance by all members of the community at meetings of the Board and Board committees. Opportunities for public comment shall be available at all such public meetings in compliance with Nevada's Open Meeting Law.
3. Family Engagement. The Board encourages parents/guardians, and family members to be actively involved in their child's education. The District supports

the establishment of parent-teacher groups at each school to promote family engagement in school activities.

4. Students. The Board values the input of District students and encourages student involvement. When appropriate, the District shall solicit the opinions and advice of students in order to strengthen the learning environment.
5. Community Engagement. The District shall maintain channels of communication so that all segments of the community are informed of Board policies, programs, District operations, and the District Strategic Plan.
 - a. The District shall strive to obtain input from the community about the District, its schools, and programs. The District values constructive suggestions regarding its operations, capital improvements, Board policies and administrative procedures. This input may be obtained through community meetings, surveys, email updates, social media, and other similar communication methods.
 - b. The Board and Superintendent will utilize community input when making decisions that will impact the community, students, and employees. The Board may do this by utilizing community advisory committees, conducting surveys, holding community forums, and/or meeting individually with internal and external stakeholders.
 - c. Because business and industry rely upon the public schools to prepare young people for responsible positions in the workforce, the District shall maintain communication and cooperation with representatives of the business and industry communities. This includes, but is not limited to, the District's high school signature academies, various internship and work experience opportunities, and stakeholder meetings.
 - d. The Board, central administration, and individual schools shall maintain a cooperative working relationship with community service agencies and nonprofit organizations committed to the service and welfare of District students to promote the individual needs of students. The District is committed to partnering with those agencies to reach and provide service to the diverse populations in Washoe County.
6. Access to Programs, Services, and Activities.
 - a. The District shall take appropriate steps to ensure that communications with District applicants, volunteers, and members of the public with limited English proficiency and/or disabilities are as effective as communications with others.

7. To ensure a unified and consistent public identity, the District shall establish and maintain an official logo to be used on all communications representing the Board and/or the District, to include print, television, electronic, and internet applications.

LEGAL REQUIREMENTS AND ASSOCIATED DOCUMENTS

1. This Board Policy reflects the goals of the District’s Strategic Plan and aligns/complies with the governing documents of the District, to include:
 - a. Board Policy 1140, Distribution and Display of Information and Materials to Students and Staff;
 - b. Board Policy 5200, Family Engagement;
 - c. Board Policy 5310, Student Voice; and
 - d. Board Policy 9100, Public Bodies.

REVISION HISTORY

Date	Revision	Modification
5/21/2008	1.0	Adopted
7/29/2014	2.0	Revised:
9/13/2016	3.0	Revised: removed Student Advisory Board reference; include accessibility language
5/22/2018	4.0	Revised: to include reference to use of the District logo
5/12/2020	5.0	Revised: Policy Template update
7/07/2021	6.0	Revised: Remove unnecessary language to provide clarity and formatted pursuant to BP 9070.