

PUBLIC INFORMATION PROGRAM

The Albemarle County School Board believes that an effective comprehensive public information program is essential to the successful operation of all schools and to the delivery of a high quality education to all students. The Board supports a public information program that provides timely, accurate and relevant information to the community about the needs, operations, programs, ~~and~~ achievements, and public and community meetings of the division. The goals of such a program shall include increased community knowledge of and engagement with schools, school personnel, and members of the School Board. Examples of such communications include reports on School Board meetings, visual and audio links for public hearings and other special events, news releases on significant issues and achievements, and invitations to participate in community meetings and surveys. ~~of the division and that promotes informed community involvement regarding programs and activities in the schools and regarding Board policies.~~

Local school communications platforms, such as web sites and social media, should be updated on a regular basis and where practical, should receive faculty supervision. Content shall be approved by the principal/designee to ensure it is accurate, relevant to the community, and comprehensive. Where necessary, the principal/designee shall consult with the Office of Strategic Communications to ensure these requirements are being met consistent with overall division standards. Students and families of the school community should be aware that they have the right to receive meaningful access to information in their preferred language.

~~Since school publications, web sites and social media are primary means by which such information is provided to the public, all such communication vehicles shall receive faculty supervision and approval by the principal/designee to ensure information provided is timely, accurate and relevant to the community and to ensure its compliance with acceptable journalistic standards.~~

The division's central office shall be responsible for the review, analysis, and release, upon request, of all public records that are not exempt from disclosure under the Virginia Freedom of Information Act or otherwise confidential or protected under law.

Adopted: July 1, 1993

Amended: March 25, 2004; April 22, 2004; January 10, 2013

Legal Ref.: Code of Virginia, 1950, as amended, § 22.1-78 _____
Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, et seq.
Executive Order 13166

Cross Refs: AC, Nondiscrimination
KA, Goals for School Community Relations
KBA, Requests for Information
KBC, Media Relations