

School District Communications with the Public

All School District employees are expected to represent the school system to the best of their abilities, both in job performance and contact with the public served by our schools.

Questions about the schools shall be answered on the basis of fact and by those members of the staff who have the information. Employees are cautioned not to conjecture or surmise or in any way encourage rumors about our schools. As representatives of the school district, employees are urged to support the Board, its program, and all employees of the system.

Every opportunity and all available means will be used to keep the public informed on all phases of the school program.

Communications Specialist

The Communications Specialist, under the direction of the Superintendent of Schools, shall strive to develop a positive relationship between the District and the community using various information avenues that encourage and support two-way communication. The Communications Specialist shall be responsible for official distribution of all information concerning Board Legislative and Committee meetings, the District and the District's programs, through such avenues as the District web site, newsletters, brochures, news releases, cable television programming, voicemail, and staff and student recognition.

The building principal shall be responsible for identifying noteworthy building-level educational activities, programs, and student or staff achievement and submitting write-ups and reports to the Communications Specialist for possible School Board recognition and inclusion in District newsletters. The principal shall also be responsible for submitting news releases originating from the school to local newspapers, voicemail, and cable programming.

Methods of Communication

Publications

Electronic newsletters and other special publications as needed shall be developed throughout the year by the Communications Specialist. In keeping with District initiatives to promote fiscal and environmental responsibility, the District newsletter (*T/E Insight*), Calendar/Handbook and special publications which serve the needs of the students, residents, taxpayers and prospective residents are provided on the District web site. A limited number of print copies of District publications are available upon request.

News Releases

Individual school news releases, including email notifications using preapproved email lists, are prepared and distributed to area newspapers at the discretion of the building

principal. Districtwide news releases are prepared and distributed by the Communications Specialist. A news release file of published articles is maintained electronically in the Office of the Superintendent. Guidelines for the preparation of news releases may be obtained from the Communications Specialist. All email lists must be approved by the building principal, Communications Specialist or other individual designated by the Superintendent.

Cable Television

Student and staff programming, originating in the high school TV Studio, airs on the District television cable access Comcast Channel (14) and Verizon Channel (20) throughout the school year. Included in the programming are newscasts; school sporting events, concerts, plays and other special events as well as specific District video productions. The Communications Specialist serves as the liaison between the Office of the Superintendent and the TV Studio.

Key Communicators

Officers of the PTO, members of the InterSchool Council, and selected community members shall be considered key communicators in the District. The Communications Specialist, working with the Community and Volunteer Services Coordinator, shall forward specific news releases and information as appropriate to key communicators to aid in the dissemination of information in the community.

Voicemail

Voicemail provides an on-going method of communication with the public. The Business Office shall be responsible for updating voicemail at the District level (610-240-1970). Building principals shall maintain and update individual school's voicemail systems.

Email Notification

The District maintains a list of email addresses of members of the public who subscribe to receive periodic communications regarding the programs and events of the District and its schools. Members of the public who wish to receive email notification of District information should send an email to notification1@tesd.net.

District web site

The District web site (www.tesd.net) provides an on-going method of communication with the public. The Communications Specialist shall be responsible for maintaining the web site and for coordination of updates to the web site at the District level. School web team members, in conjunction with the building principal, are responsible for maintaining and updating the web site at the school level.

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