

## **Community Relations**

### **Connection with the Community**

#### **Public Relations**

The Chairperson of the Operational Board and the Chairperson of the Governing Board are the official spokespeople for their respective boards. The Executive Director is the Cooperative's chief spokesperson. The Executive Director or designee shall plan and implement a Cooperative public relations program that will:

1. Develop community understanding of the Cooperative's operation.
2. Gather community attitudes and desires for the Cooperative.
3. Secure adequate financial support for a sound educational program.
4. Help the community feel a more direct responsibility for the quality of education provided by the Cooperative.
5. Earn the community's good will, respect, and confidence.
6. Promote a genuine spirit of cooperation between the Cooperative and the community.
7. Keep the news media accurately informed.
8. Coordinate with the Director of Programs & Services to provide accurate and timely information to the appropriate individuals during an emergency.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

Adopted: 3/13/2000

Revised: 10/15/2012

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