

1.003. Public Relations

Cooperative Educational Services' primary purpose is to provide cooperative educational programs which take into account the unique circumstances affecting school districts within the C.E.S. region.

Because full disclosure of information is a necessary part of the cooperative effort between C.E.S. and participating school districts and because communication between C.E.S. member school districts includes consideration of public attitudes and responses, the C.E.S. Representative Council shall implement the following public information policy:

C.E.S. will inform member school districts, including boards of education, school administration, staff, and C.E.S. parents, about the policies, programs, and planning of C.E.S. by using available channels of communication through a public information program carried out under the supervision of the Executive Director.

Every employee of C.E.S. has a role in the communication between C.E.S. and its public and, therefore, shall be made familiar with C.E.S. organization, goals, programs and public information policy.

Any employee contacted by the media concerning C.E.S. business must refer the matter to his Division Director or the Executive Director before commenting.

ADOPTED: August 21, 1990

REVISED: June 1, 2000