RELATIONS WITH OTHER ENTITIES

I. Law Enforcement Agencies and Department of Human Services: The District shall cooperate with law enforcement agencies in the investigation of criminal activities and with the Department of Human Services in the investigation of incidents involving students. The District shall allow law enforcement agencies or the Department of Human Services to question students while in the custody of the District upon notification to the Superintendent or other administrative officer. Questioning shall be conducted in private. The Superintendent or other administrative officer may determine if a District representative should be present during the questioning. If the representative of the law enforcement agency or the Department of Human Services requests that a District representative not be present, the Superintendent or administrative officer shall document such request and permit the questioning of the student without the presence of a District representative. If a District representative is present during questioning, the District representative shall prepare and maintain a record of the questioning which includes the date, time, place, persons present, and summary of discussion.

II. Business Organizations: The District encourages cooperative efforts with local business and industry to provide programs, materials, and personnel which serve to enhance the regular school curriculum.

III. Other School Districts: The District may participate with and cooperate with other school districts regarding research, the exchange of information and data, the coordination of curriculum, and the coordination of school calendars and activities.

IV. Civic Organizations: The District may purchase memberships in chambers of commerce in order to promote the District and to obtain information that may be used to provide education and training programs to the communities served by the chambers of commerce. The Superintendent may assign employees to attend meetings of the chambers of commerce. The District encourages employees to be members of and to participate in other civic organizations but shall not pay any membership dues unless such is provided for in the employee’s contract.

V. News Media/Public Information/ & Media Communications: The District encourages positive relations with the press and other media. The District may provide news releases or other communications in order to inform the public regarding events of schools within the District and other matters. The following guidelines are established in order to outline the appropriate protocol for dealing with the media and communicating with the public:

1. Board Spokesperson: The President of the Board is the official spokesperson for the Board. The Board retains the right to defer to the Superintendent as the Board Spokesperson, in order to provide timely information to the news media.
2. **District Spokesperson:** The Superintendent/Chief Executive Officer is the official spokesperson for the District. He/she retains the right to designate other appropriate staff members as spokesperson, in order to provide specific technical expertise to the media and to the public in certain situations.

3. **Media Inquiries:** Media inquiries will be channeled to the Public Information/Officer (PIO). Media visits to the SOTC campus will be coordinated by the PIO.

4. **News Releases:** News releases and other public announcements will be developed and disseminated to appropriate media outlets by the PIO.

5. **Publications:** In order to maintain quality assurance standards, all external publications will be coordinated through the PIO. All SOTC publications and interactive sites, including the SOTC website, used for student recruitment or advertising programs and/or job vacancies must list the appropriate non-discrimination statements. Potentially discriminating information shall not be collected through applications, registration forms or requests for information.

6. **Strategic Plan – Goals & Objectives Relating to Communications:** All employees of the District are considered to be part of the public relations team. Therefore, the Board expects all employees to foster personal conduct in such a manner as to encourage good will between the District and the patrons of the District (including news media representatives). Communication goals and objectives will be established and maintained in the District’s strategic planning process as an on-going system of quality standards and professional improvements. The District’s marketing strategies and plans will be aligned with the strategic plan of the District. These plans, goals and objectives will be distributed and communicated to all employees on a regular basis by the PIO, in order to assist employees in identifying and carrying out their individual roles in attainment of said goals and objectives.