

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 Assistant Director to provide accurate and timely information to the appropriate individuals during an emergency.

The public relations program should include:

1. Regular news releases concerning Cooperative programs, policies, activities, and special event management for distribution by, for example, posting on the Cooperative website, using social media platforms, e.g., Twitter, or sending to the news media.
2. News conferences and interviews, as requested or needed. The Chairperson(s) and Executive Director will coordinate their respective media relations efforts. Individuals may speak for the Cooperative only with prior approval from the Executive Director.

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

Adopted: 3/13/2000

Revised: 10/15/2012

Revised: 12/14/2015

Revised: 9/21/2020