

Community Relations

Communications with the Public

The Capitol Region Education Council's primary purpose is to encourage cooperative educational programs by considering CHALLENGES (problems) and opportunities affecting public school systems within the Capitol Region.

WHEREAS (Because) full disclosure of information is a necessary part of cooperative effort between CREC and participating school districts; and

WHEREAS (Because) communication between CREC member school districts includes consideration of public attitudes and responses; the Capitol Region Education Council will implement the following public information policy:

CREC will inform member school districts, including boards of education, school administration, staff, parents/guardians and general public, regularly and thoroughly using all available channels of communication on the policies, programs, problems and planning of CREC, through a public information program carried out by the office of the Communications Director (Communications Specialist) under the supervision of the Executive Director.

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

Policy adopted: May 18, 1994
Revised: November 17, 2004

CAPITOL REGION EDUCATION COUNCIL
Hartford, Connecticut

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1. CREC principals/program directors are responsible for developing public information materials which increase awareness and understanding of their services. It is the Communications Director's responsibility to help insure that materials are accurate, consistent and of high quality.
2. Program staff are encouraged to consult the Communications Director for content and design assistance with their publicity/promotional materials. If they choose to use other resources (vendors, staff members), drafts must be submitted to the Communications Director for review and final approval before printing, reprinting and dissemination.

Public information materials include, but are not limited to brochures, pamphlets, newsletters, flyers, press releases, special announcements, and audiovisual presentations. Questions as to whether a publication is covered by this definition should be referred to the Communications Director.

3. All purchase orders for the production and/or printing or reprinting of materials listed in item 2 must be approved by the Communications Director before processing by the Business Services Office.

(A list of distribution sites must also be provided with each initial publication.)

4. The Communications Director must receive one (1) copy of all finished public information materials when they are distributed. A script must be submitted and a screening arranged for all audio-visual presentations.
5. Costs to produce public relations materials are the responsibility of each individual program. Programs are not charged for the Communications Director's services, and in some cases, the Public Information Program may help defray costs.
6. The Executive Director may establish timelines for the development and distribution of materials.

Stationary Procedure

1. CREC has a standard, approved format for stationery. Stationery that does not meet the guidelines cannot be used by a program.
2. It is the Program Manager's responsibility to contact CREC's Communications Director for assistance in designing stationery for a new program.
3. Letterhead stationery is purchased by each individual program.

Business Cards Procedure

1. Business cards must conform to a prescribed format as approved by the Communications Office - no exceptions are allowed in choice of ink color, paper, design.
2. CREC administrative staff may use personalized business cards. They may also issue personalized cards to other staff persons. Program directors may purchase personalized business cards for non-staff persons (consultants, diagnosticians, for example).
3. Business cards are paid for through individual program budgets. Purchase orders for business cards must be submitted with a sample of what is being ordered and approved by the Public Information Director prior to ordering. (see OP 2/3).

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