

School Board Advisory Committee Working Group
May 20, 2025

External Communication

Proposed	Feedback	Final
<p>APS communications channels All official notices and announcements to the public from the Council using Arlington Public Schools communications systems shall be routed through the staff liaison (or through the administrative assistant for the relevant department, as specified above under Staff Administrative Support).</p> <p>Routine communications such as required meeting notices, copies of Council recommendations, and meeting minutes will be published by the designated staff members.</p> <p>Non-routine communications such as requests for a message to be distributed using ParentSquare will be sent by the staff liaison to the Assistant Superintendent of School and Community Relations for decision and possible dissemination.</p> <p>Any requests for information from the Council using Arlington Public Schools communications systems, including but</p>	<p>Agree</p> <p>For these routine communications, do we want/need to state that these need to be publicized in additional ways? Even if that is the Council Board's responsibility as opposed to APS staff.</p>	

not limited to polls and questionnaires, shall be routed through the staff liaison and approved in advance by the Superintendent.

Non-APS communications channels

Arlington Public Schools' communications channels have a broad reach and are a trusted source of information for our families and community. If councils use non-Arlington Public Schools communications systems for purposes such as notices, announcements, or requests for information, the communication should be discussed in advance with the staff liaison and Board liaison and clearly state that it is coming from the council and not Arlington Public Schools.

1. In communicating with the media, the public, or other organizations, members must exercise caution to ensure that, unless authorized by the Council, they specifically indicate that any expressed opinions or views are, in fact, their own.
2. Council members are liaisons to and from the community. In that capacity, members should represent the views of the Council to the community and of the community to the Council. -

Should #2 be under Member Expectations instead?

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