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Introduction

The Lincoln Public Schools (LPS), Lincoln School Committee, superintendent, and all central and school-based staff are responsible for communicating accurately and effectively with families, students, colleagues, partners, and the community. Ongoing communication with all stakeholders is essential to developing and sustaining effective home/school/community partnerships for improving student achievement.

The Lincoln School Committee affirms the following principles:

- Families and citizens have a right to know what is occurring in their public schools.
- All LPS employees have an obligation to ensure the public is kept systematically and adequately informed.
- Lincoln Public Schools staff and families benefit from improved sharing of information.
- Written and verbal communication from schools and employees should reflect the LPS commitment to supporting all children and families, focusing on student achievement through high-quality teaching and learning.
- Effective communication requires an ongoing two-way exchange between schools and constituents, including thoughtful mechanisms at the school and district levels for seeking family, student, and community perspectives on critical issues and decisions.
- Language used to communicate with families and the community must be free of educational jargon, acronyms, and other terminology unfamiliar to non-educators.
- All communication must reflect and be sensitive to the diversity of LPS families and staff, free of bias with respect to race, ethnicity, language, education, income, gender, religion, sexual orientation, or disability.

Purpose

In keeping with these principles, the superintendent shall follow district-wide procedures to foster effective communication in crucial areas such as media relations, emergency communications, customer service, publications, presentations, photography, events, and translation/interpretation.

Policy

To ensure brand consistency and help families identify official LPS publications and properties, schools and departments must display the LPS logo on websites and publications. School and department stationery and signage should incorporate the LPS logo. The LPS logo may not be altered and must be reproduced in its correct aspect ratio.

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The LPS logo or branding shall not be utilized without written permission from the Superintendent of Schools or designee. The LPS logo and branding may not be used for the purpose of selling for profit or political purposes.

Exception for certain groups

School-sponsored groups may use the LPS logo and branding for fundraising purposes, and not for profit, without prior permission from LPS. It shall be the responsibility of the Superintendent to compile a list of such school-sponsored groups, which include but are not limited to school clubs, sports, and organizations, that do not require prior permission to use LPS logos and branding.

Such list shall be changed from time to time as required. Such list will be made accessible to the school body in a form that the Superintendent determines appropriate.

Adherence to policy

It is the responsibility of every school, office, and program in the Lincoln Public Schools to adhere to these procedures and execute additional effective communication strategies.

The LPS Superintendent’s Office shall provide leadership, resources, guidance, and technical assistance to support the district and schools in these efforts.

For more information about this policy, contact:

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TOWN OF LINCOLN SCHOOL COMMITTEE, Lincoln, Rhode Island