

Washougal School District 112-6**Executive Responsibilities 12 – Communications with the Public****Board Review Date: October 14, 2025**

The Superintendent shall be responsible for communicating with the community and staff to ensure they are kept informed about critical district issues			
Superintendent Will:	Evidence Requested	Board Notes	In Compliance
Develop and maintain an open two-way dialog with district stakeholders including: a. parents and students b. business, education, and civic groups c. real estate professionals d. district staff	<ul style="list-style-type: none">• Support planned dialog opportunities with stakeholders, board listening tour, strategic plan input at school sites and in community• Facebook & website updates on weekly basis• Student Advisory Groups at the High School and student representatives to the board• ParentSquare communications for emerging issues• ParentSquare updates and newsletters, featuring good news and helpful information in bi-weekly format• Outreach to boosters, civic, and business leaders• Publish bi-weekly staff message with appreciation, news, and opportunities to connect		X
Prepare and publish timely and newsworthy information about the district that includes: a. prepare a quarterly newsletter with annual report data that includes student performance, district goals and strategies, and district budget information b. press releases to local and regional media	<ul style="list-style-type: none">• Semi-annual newsletters mailed to all Washougal residents and posted to website including annual progress information• District budget information is published to the district website, including ASB information• Highlight informational materials focused on levy accomplishments including print, video, images, and press releases• District stories are published in media, Facebook, Instagram, and on website		X
Be visible and accessible in the schools and community, including: a. visit classrooms and schools on a regular basis to gain insight on curricular initiatives and challenges b. regular attendance at school performances and extra-curricular activities c. maintain a presence at community events d. open door policy for patrons, parents, and staff	<ul style="list-style-type: none">• Overview of site visits, community events, and school functions shared with board during superintendent's report• Take telephone calls, respond to email, and drop-in visits by community members, parents, and staff• Attend athletic and extracurricular activities and student performances throughout the school year		X

	<ul style="list-style-type: none">● Participate in Rotary, Chamber of Commerce, WSF, Washougal Business Association and Community Chest meetings● Be visible and accessible to the community via partnerships with Booster groups, attending activities & sporting events, and participating in community events like the Stride Run and ReFuel Washougal.		
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