



# Board of Education

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## Board & Superintendent Communication

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### **RESOLUTION NO. 21-22/06**

#### *Communication Protocols*

**WHEREAS**, the Lynwood Unified School District Board of Education ("Board") and Superintendent endeavor to work together to ensure effective leadership and enhanced teamwork, the Board and the Superintendent do hereby publicly commit collectively and individually to the following communication protocols:

1. The Board recognizes that the Superintendent is the only employee of the district who reports to five bosses, therefore, communication protocols are not only necessary, but must be established in order to maintain effective communications between the Superintendent, Board, and all constituent groups of the system.
2. The Board expects the Superintendent to keep them as fully informed as needed to effectively fulfill their responsibilities.
3. This communication will be provided through the Superintendent's office via the following methods:
  - a) Monthly Board meetings with Closed Session at 5:30pm unless an earlier start is necessary.
  - b) Semi-annual or quarterly governance team retreats.
  - c) Quarterly Superintendent/Board member one-on-one meetings. Superintendent will schedule. Board member and Superintendent will determine whether it will be an actual meeting, phone call, shared school visit or other appropriate venue. Equal access to information and meeting.
  - d) Weekly written updates; sent according to individual Board member's delivery preference.
  - e) Periodic phone check-ins, which can be initiated by Board member and/or Superintendent as needed and desired.
  - f) Periodic additional one-on-one, face-to-face meetings as necessary, which can be initiated by Board member and/or Superintendent as needed and desired.

- g) Urgent calls or emails to alert the Board of events they are likely to hear about through the media or from their neighbors. There is already a system in place which is working very well.
  - h) Information requested by any member will be distributed to all members.
  - i) If the Superintendent has a concern about something a Board member has done or has not done, this Board member will hear it from the Superintendent only.
  - j) Through direction to the Public Information Officer, media advisories, district social media posts, and press releases.
  - k) Planning meetings with the Board president and one additional member of the Board.
4. The Superintendent needs the following from the Board, in order to do his job effectively:
- a) Be a good listener to constituent concerns.
  - b) Refer employee concerns to the point of the problem and/or to their union representative if a contract violation is alleged. Inform the Superintendent so that he can ensure the issue is handled properly.
  - c) Refer constituent concerns or complaints to the point of the problem, and, through the appropriate chain of command, or to the Superintendent's office.
  - d) If the Board believes that a concern raised by a constituent is of a potentially serious nature or may require a Board policy change, inform the Superintendent immediately.
  - e) If the Board needs information on any aspect of the district, please communicate this request to the Superintendent's office to ensure that needs are met.
  - f) Remember that as a Board member, electronic communications, including individual Board members' social media, are public information.
  - g) If the Board has a concern about something that the Superintendent has done or has not done, reciprocate the courtesy outlined in 3.i.
  - h) Maintain fidelity to fellow Board members, Board policies and governance team standards when communicating with the media.
5. A Board member who initiates information to be disseminated to the media or the public will discuss it with the Superintendent first, and the PIO will distribute the information to the full Board for comment, prior to dissemination. Board members who have concerns will promptly discuss them with the originating Board member and/or the Superintendent.
6. It is understood by all that the Board president will serve as the spokesperson for the Board of Education and the Superintendent will serve as the spokesperson for the school district. If another Board member is contacted by the media and asked to comment on a decision, particularly when they were not in the majority, that Board member is encouraged to decline to comment. Alternatively, the Board member may state the reasons why the Board made the decision they made, and that although the member had some concerns about the decision, since it was a majority decision, the member will support it and with the rest of the Board, monitor its implementation.
7. During times of crisis or conflict, the Board and Superintendent will consistently communicate to all stakeholders as follows:
- a) Provide timely information, in order for affected families to hear first from the district before they hear from others.

- b) Information must be accurate, from reliable, credible sources.
  - c) Focusing on what is being done to address student safety, learning and socio-emotional support.
  - d) When a situation is fluid, and new developments require a change in district actions, providing clear rationale for the change.
8. Social media serves as a useful communication tool to share information and learn perspectives of others. When Board members post online, they represent the district as a whole, including their colleagues, staff, students, parents and community. As such, anything a Board member posts, including content produced by others and referenced in Board member posts, should represent the district in a professional manner. Any post that is not intended to represent the district must be prefaced with a statement such as, "The following content is posted in my capacity as an individual citizen, not as a member of the Board of Education of the Lynwood Unified School District, and does not necessarily represent the position of the Board or the District."
9. Social media should not be used to explain the rationale for decisions of the Board, and Board members should refrain from engaging in content that undermines decisions of the Board as a whole.

**NOW THEREFORE BE IT RESOLVED**, that the Lynwood Unified School District Board of Education adopts these Communication Protocols.

**BE IT FURTHER RESOLVED**, that the Lynwood Unified School District Board of Education and Superintendent fully commit individually and collectively to act in accordance with each of these Communication Protocols.

Passed and Adopted by the Governing Board of the Lynwood Unified School District on September 9, 2021.

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Maria G. Lopez, President

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Alfonso Morales, Esq., Vice-President

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Alma Carina Castro, Ed.D., Clerk

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Gary Hardie, Jr., Member

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Julian Del Real-Calleros, Member

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Gudiel R. Crosthwaite, Ph.D., Superintendent

#### BOARD OF EDUCATION

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