1.0 PURPOSE/REFERENCES:

To establish guidelines for the administration and operation of the community involvement function within Valley Communications Center jurisdiction, and provide guidelines for release of information to the news media.

CALEA Standards: 2.6.1, 2.6.2, 2.6.3, 2.6.4, 2.6.6, 2.6.7

2.0 POLICY:

It is the policy of Valley Communications Center to establish close ties with and responding to the needs of the communities and agencies served, including release of information to the news media as it relates to the Communications Center. The goal of the Community Education Program is to increase understanding of the activities and roles of Valley Communications, accept feedback and correct attitudes that may contribute to community grievances**.**

3.0 PROCEDURE:

3.1 Responsibility:

The Training Manager has primary responsibility for directing and evaluating the Community Education Program's performance and effectiveness. Personnel shall provide community education as appropriate by meeting with local organizations and soliciting community input on services offered, and provide an effective means of eliciting public support while identifying and helping resolve communications problems. All personnel share in the responsibility of achieving the agency's community involvement objectives.

The Director or designee is responsible for any public relations media interaction as it relates to the Center. If the news media requests information regarding an on-going incident they will be directed to the agency handling the incident unless otherwise directed by an Officer of that agency.

3.2 Activities and Outcome:

All employees may participate in providing education to the community and agencies. Public education opportunities may be delivered at Citizen Academies, schools, service groups, etc. These efforts will include the following:

3.2.1 Improve the Center's community relations communications and elicit public support by identifying problems or training needs after conferring with citizens, community groups, internal investigations, supervisors, and other interested parties.

3.2.2 Valley Communication Center employees are responsible for the achievement of community satisfaction. Comments from the public, either by phone or writing should be forwarded for review.

3.2.3 The Training Manager will coordinate the development of a plan to improve services based on input received from the community. This plan will be presented to the Director annually, or more frequently as needed, and will include:

- Description of potential problems within the community
- Statement of recommended actions that address the potential problems, including training needs
- Statement of progress toward addressing previous concerns

3.2.4 The Training Manager is responsible for publicizing agency objectives, problems, and successes through the Citizen Academy, Elected Officials Open Houses, website, the news media and other means.

3.2.5 Tours will be conducted to facilitate education as well as an understanding of the vital role of Valley Communications Center in public safety. Tour groups include, but are not limited to, civic groups, Boys and Girl Scouts, school children, agency recruits, volunteers, and other community organizations.