

Community Relations
Series 1000

Policy Title: Communications and Public Relations Code No. 1001

Policy Statement

Heartland AEA establishes, promotes and maintains open communication with stakeholders.

Scope of Policy

- The Agency operates a comprehensive communications and public relations program that will share information about Heartland AEA and encourage input and inquiries from stakeholders.
- The Agency is committed to providing an agency website that is accessible to the widest possible audience, regardless of technology or ability.
- The designated spokesperson for the Board is the Board president, or his/her designee, and for the Agency the chief administrator, or his/her designee.

Accountability Overview

The chief administrator or designee ensures that the communications and public relations program accomplishes the following:

1. Builds awareness and engagement in the Agency's mission.
2. Uses a variety of methods to reach diverse audiences for information sharing and feedback.
3. Uses current guidelines and tools to comply with best practices and standards for website accessibility.
4. Uses measurable results to improve programs and services.

A progress report is made routinely to the Board regarding the communications and public relations program efforts.

Legal Reference:

Iowa Code §§ 21.4; 22

Date of Adoption:

March 9, 1993

Reviewed: 11/9/21

Amended: 9/8/98, 8/25/14, 5/8/18