

UNITED SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: October 13, 2008

REVISED:

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	The purpose of the school-community relations program is to establish and maintain communication that informs the parents/guardians and public and involves them in the educational goals and programs of the district's schools.
2. Authority	To achieve this purpose, the Board shall provide parents/guardians and other district residents opportunities to receive information and orientation regarding the schools. The Board will utilize all appropriate means and media to achieve its public relations objectives.
3. Guidelines	<p>The objectives of the district's public relations program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and needs of the schools to parents/guardians and the community as a whole. 2. Determine what residents expect from their schools and which particular areas of the school program, policies or operations need further clarification or explanation. 3. Keep students and staff members fully informed about district policies and procedures and the reasons for them and system-wide activities. 4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation. 5. Recognize students as a public entitled to be heard and provided with reasons for policies and practices which relate to them and as ambassadors from the school system to the community.
<p>65 Pa. C.S.A. Sec. 701 et seq Pol. 903</p> <p>4. Delegation of Responsibility</p>	<p>It shall be the responsibility of all district staff to:</p> <ol style="list-style-type: none"> 1. Acquaint parents/guardians and residents with the work of the schools and students.

2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.
3. Make parents/guardians, volunteers and visitors feel welcome in the school and in the classroom.
4. Cooperate with parent-teacher and other community groups.
5. Maintain student relations that encourage cooperation of the home.
6. Observe interstaff relations conducive to high morale that merit the respect of students and citizens.

References:

Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq.

Board Policy – 903

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