

HAMPTON TOWNSHIP SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: June 23, 2004

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	<p>The Board will continuously attempt to create and maintain schools that reflect the public's wishes and will do its best to keep the people informed of the affairs of the school system.</p> <p>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.</p>
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. 2. Keep students and staff members fully informed. 3. Keep stakeholders informed. 4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation. 5. Recognize students and their achievements.
65 P.S. 701 et seq Pol. 903	
4. Delegation of Responsibility	The Board and district staff shall consider the advice that they receive from individuals and community groups interested in the schools. After careful consideration, the Board and district staff shall use their best judgment in making final decisions.

The Superintendent or designee shall:

1. Prepare or guide the preparation of informational materials including newsletters, articles for periodicals, newspapers and/or radio releases, special pamphlets, and other assigned materials, and to maintain close liaison with mass media and publicity organizations.
2. Provide staff members with assistance and materials for working with educational conventions meeting locally and in preparation of material for community and staff consumption (handbooks, recruiting leaflets, etc.).
3. Initiate two-way communications and interpersonal dialogue of meetings with faculty, staff, parents and community members.

It shall be the responsibility of all district staff to:

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, 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.

The attitude of administrators, teachers, secretaries, school bus drivers, custodians, food service employees, nurses and all other district personnel is important in public relations. It is important for the public to know that all persons associated with school activities seek better community relations.