

# A. W. BEATTIE CAREER CENTER

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS  
OBJECTIVES

ADOPTED: June 24, 1999

REVISED &  
APPROVED October 25, 2012

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	The purpose of the school-community relations program is to establish and maintain communication that informs the public and involves them in the educational goals and programs of the schools.
2. Authority	To achieve this purpose, the Joint Operating Committee shall provide parents or guardians and other residents opportunities to receive information and orientation regarding A. W. Beattie Career Center. The Joint Operating Committee will utilize all appropriate means and media to achieve its public relations objectives.
3. Guidelines	<p>The objectives of the Career Center's public relations program shall be to:</p> <ol style="list-style-type: none"> <li>1. Determine what residents expect from the Career Center and which particular areas of the school program, policies or operations need further clarification or explanation.</li> <li>2. Keep staff members fully informed. Operate in public session, as speedily and efficiently as circumstances permit and with public participation.</li> <li>3. Recognize students are entitled to be heard and provided with reasons for policies and practices which relate to them.</li> </ol>
65 P.S. 271 et seq	