



Book	Policy Manual
Section	900 Community
Title	Public Relations Objectives
Code	901
Status	Active
Adopted	June 28, 2004
Last Revised	June 24, 2013

Purpose

The purpose of the school/community relations program is to establish and maintain communication that informs the parents and public and involves them in the educational goals and programs of the District's schools.

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.

Guidelines

The objectives of the District's public relations program shall be to:

1. Explain the programs, achievements, and needs of the schools to parents and the community as a whole.
2. Determine which particular areas of the school program, policies, or operations need further clarification or explanation.
3. Keep students and staff members fully informed about:
 - a. District policies and procedures and the reasons for them.
 - b. System-wide activities.
4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation.[\[1\]](#)[\[2\]](#)[\[3\]](#)
5. Recognize students and their achievements.

Delegation of Responsibility

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/guardians, volunteers, and visitors feel welcome in the District and in the classroom.
4. Cooperate with parent/teacher and other community groups.
5. Maintain student relations that encourage cooperation of the home.
6. Foster relations conducive to high morale that merit the respect of students and citizens.

Legal

[1. 65 Pa. C.S.A. 701 et seq](#)

2. Pol. 006

3. Pol. 903