

SECTION: Community

CATASAUQUA AREA SCHOOL DISTRICT

TITLE: Public Information Program

ADOPTED: November 10, 2005

REVISED: November 10, 2005

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Purpose:

The purpose of the public information program is to create a collaborative environment in which students, parents, families, residents, businesses, and community organizations are encouraged and invited to be involved stakeholders in the school community. Such engagement strengthens broad-based community support for the school district's missions, goals, operations and educational programs. A comprehensive public information program includes both one-way and two-way communication protocols.

Defintion:

The Board adopts the following with regard to communication between the schools and the public:

1. The Superintendent shall be the official spokesman for the administration of the Catsauqua Area School District.
2. The Superintendent and all school personnel will inform parents, parent-teacher associations, and the general public, about the administration and operation of the schools in an honest manner.
3. Group results of standardized tests of pupil achievement and other pertinent measures of performance and on-going programs will be available to the school board, parent and parent-teacher associations and the general public. Test scores of individual students will not be made public.
4. The school system will use a variety of means to ascertain public attitudes and invite constructive suggestions about all phases of its operation for consideration in the planning of policies and procedures.

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News Releases

The Superintendent or his designee will be the press liaison person for coordinating the release of information concerning the school system and action of the Board.

The Board Chairperson shall be the official spokesperson for the Board, except as this duty is delegated to the Superintendent or another Board Member.

The Board, Superintendent, administrative staff, principals, and teachers shall work cooperatively to develop a sound program of public relations through the media.

Teachers and other staff members shall submit news or news releases regarding the classroom and other school activities to the school principal who shall submit copies to the Superintendent or designee.

A copy of all news releases shall be kept on file in the office of the Superintendent or the principal.

Sports and Special Events Coverage

1. Release of information concerning sports events shall be the responsibility of the Athletic Director or designee of the school involved in the event.
2. Sports coverage shall be factual, current, and impartial.
3. The Board shall assume no responsibility for content of articles prepared by writers not affiliated with the Catasauqua Area School District.
4. News coverage of special events shall be the responsibility of the Superintendent, principal or person designated as publicity director for the special event by the Superintendent or principal.

Use of Students for Public Relations

1. The use of students to aid in interpreting the program of the school to the public is encouraged when such use will not be detrimental to the student.
2. Pupils shall not be exploited for the benefit of any school, group, or individual.
3. Appropriate photo release/parent permission forms must be completed and submitted to the building principal prior to the utilization of student photos or names in publications.

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Community Involvement in Public Relations

1. The Board and individual schools shall cooperate with other community organizations to ensure that public schools shall be a vital and effective agent for enhancing the total community.
2. School and district level committees may be utilized as avenues for citizen's participation in decision-making.
3. The Board and individual schools shall encourage active PTA/PTO's to maintain a high level of community involvement and support.
4. The school system shall establish and maintain lines of communication with, but not limited to, the following community-based groups:

- Advisory committees, as officially established
- Civic Organizations
- Professional organizations
- Volunteer groups
- Political sector
- Business sector
- Other governmental agencies

5. The community shall be informed of issues pertinent to education and public schools through the following methods:

- News media
- Newsletters and system-wide publications and announcements

- District web site
- Bulletins
- Parent-teacher or parent-principal conferences
- Individual school newsletters
- PTA meetings
- Parent visitation in the schools
- Personal contact
- Open houses and special events

Community Input Nights

6. The Board shall endeavor to ascertain public attitudes and invite constructive suggestions about all phases of its operations for consideration in the development of policies and procedures.

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Community Involvement in Decision-Making

Citizens of the district shall be encouraged to express their ideas, concerns and judgments about the schools through (1) written suggestions or proposals, (2) presentations at hearings, (3) responses to surveys, (4) comments at meetings of the Board, and (5) services on such advisory committees as may be established.

The advice of the public will be carefully considered. In the evaluation of such advice, the first concern will be the educational program as it affects on students.

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