

Book	Policy Manual
Section	900 Community
Title	Public Relations Objectives
Code	901
Status	Second Reading
Last Revised	September 28, 2021

Purpose

The purpose of the community relations program is to establish and maintain **communication** that informs the public and involves them in the **educational** goals and **programs** of the school.

Authority

To achieve this purpose, the Joint Operating Committee shall provide **students**, parents/guardians and other residents opportunities **to receive** information and orientation regarding **the school and the vocational programs**. **The Joint Operating Committee** will utilize all appropriate means and media to achieve **its public relations** objectives.

Guidelines

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

1. Explain the programs, achievements and needs of the school.
2. Determine what **students**, residents, **business, and industry** expect from the school **and what they want to know about the** school's programs **and** operations.
3. Keep **students, parents/guardians and** staff members fully informed **about relevant Joint Operating Committee policies and procedures and their own responsibilities and rights**.
4. **Communicate factual information to avoid rumors and communication crises**.
5. **Involve students, parents/guardians and the community in discussions regarding education programs, student activities and Joint Operating Committee policy**.
6. Operate in public session, as speedily and efficiently as circumstances permit and with **appropriate** public participation.[\[1\]](#)[\[2\]](#)[\[3\]](#)
7. Recognize students **and their achievements**.

Delegation of Responsibility

It shall be the responsibility of all staff to:

1. **Acquaint parents/guardians and residents with the educational achievements of the school, students and staff**.
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 the cooperation of the parents/guardians**.
6. **Maintain interstaff relations conducive to high morale that merit the respect of students and community members**.

Legal	1. 65 Pa. C.S.A. 701 et seq
	2. Pol. 006
	3. Pol. 903