

SUGAR VALLEY RURAL CHARTER SCHOOL

POLICY NUMBER: 901
SECTION: COMMUNITY
TITLE: **PUBLIC RELATIONS OBJECTIVES**
DATE ADOPTED: NOVEMBER 2008
DATE LAST REVISED:

PUBLIC RELATIONS OBJECTIVES

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.

AUTHORITY

To achieve this purpose, the Board shall provide parents or guardians and other school 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 school's public relations program shall be to:

1. Explain the programs, achievements and needs of the schools.
2. Determine what residents expect from their schools and which particular areas of the school program, policies or operations need further clarification or explanation.
3. Keep staff members fully informed.
4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation.
5. Recognize students as a public entitled to be heard and provided with reasons for policies and practices which relate to them.

REFERENCES:

65 P.S. 701 et seq