

SHALER AREA SCHOOL DISTRICT

POLICY 901

SECTION: COMMUNITY
 TITLE: PUBLIC RELATIONS OBJECTIVES
 ADOPTED: September 16, 1998
 REVISED:

901. PUBLIC RELATIONS OBJECTIVES

1. Purpose

The purpose of the school-community relations communication process is to establish and maintain a program that informs the public, students and staff of and involves them in the goals and services of the district's public schools.
2. Authority

Toward this end, the Board shall provide parents or guardians, students, staff, and other district residents opportunities for information and orientation regarding local school procedures and will utilize all appropriate means and media to achieve the following objectives:

 1. To explain the programs, achievements and needs of the schools.
 2. To determine what residents expect from their schools and which particular areas of the school program, policies, or operations need further clarification or explanation.
 3. To keep staff members fully informed.
 4. To operate, insofar as required, in public session, as speedily and efficiently as circumstances permit, and with public participation.
 5. To recognize pupils as a "public" entitled to both be heard and to be provided with reasons for policies and practices which relate to them.
 6. To remind teaching staff personnel that community opinion depends upon the daily life of the school.

65 P.S.
271 et seq

