

Tyrone Area School District

SECTION: COMMUNITY

**TITLE: PUBLIC RELATIONS
OBJECTIVES**

ADOPTED: MAY 13, 2014

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	The purpose of the school-community relations program is to establish and maintain communication that informs parents/guardians and the public and involve them in the educational goals and programs of the district's schools.
2. 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, insofar as practical, all appropriate means and media to achieve its public relations objectives.
3. Guidelines	<p>The objectives of the district's public relations program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and needs of the schools to: <ol style="list-style-type: none"> a. Parents/guardians; b. Municipal officials and other community leaders; c. Local business and industry; d. Community organizations; e. Special interest groups; f. The community as a whole; and g. State and federal agencies. 2. Determine: <ol style="list-style-type: none"> a. What residents expect from their schools; b. What residents think about the accomplishments of their schools; c. What residents would like to know about their schools; and d. Which particular areas of the school program, policies, or operations need further clarification or explanation. 3. Keep students and staff members fully informed about: <ol style="list-style-type: none"> a. District policies and procedures, and the reasons for them; b. System-wide activities; c. Their own responsibilities; d. Their rights within district policy and under law; and e. Practices and procedures to establish cordial relationships and trust on the part of parents/guardians and residents. 4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation.

901. PUBLIC RELATIONS OBJECTIVES - Page 2 of 2

<p>4. Delegation of Responsibility</p> <p>School Code 701.1, 702, 706, 775, 3603</p>	<p>5. Recognize students:</p> <ul style="list-style-type: none">a. As a public entitled to be heard and provided with reasons for policies and practices which relate to them;b. As ambassadors from the school system to the community, whose attitudes and behavior will affect community opinion of the schools; andc. For their achievements. <p>Community opinion depends on the daily life of the school. It shall be the responsibility of all district staff to:</p> <ul style="list-style-type: none">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 school and in the classroom;4. Cooperate with the Parent-Teacher and other community groups;5. Maintain student relations that encourage the cooperation of the home; and6. Observe interstaff relations conducive to high morale that merit the respect of students and citizens. <p>It shall be the responsibility of the Board and district administration to determine annually the direction of the district's communication/public relations program. The program is to be assessed each year and modifications made that will better serve the information needs of the employees and the public.</p>
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