

EAST STROUDSBURG AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: August 19, 2002

REVISED:

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	<p>Adequate public support is dependent upon the maintenance of good public opinion. Opinions are formed on the basis of available information, or the lack of it. Misinformation grows where information voids exist.</p> <p><u>The purpose of the school-community relations program is to establish and maintain communication that informs the parents/guardians and public and involves them in the educational goals and programs of the district's schools.</u></p>
<u>2. Authority</u>	<p><u>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 all appropriate means and media to achieve its public relations objectives.</u></p>
2. Delegation of Responsibility	<p>It will be the policy of the Board to maintain a continuing information program for compiling and distributing news of events, noteworthy facts, statistics, plans and forecasts necessary to the creation of an interested and informed public.</p> <p>Meeting the needs of the community and gaining the support to meet those needs depend upon two-way communication between the Board and the public. The Board, therefore, encourages the use of means for enabling the community to make known its desires, and the Board to make known its plans and actions.</p>
<u>3. Guidelines</u>	<p><u>The objectives of the district's public relations program shall be to communicate factual information to: Explain the programs, achievements and needs of the schools which keep students, parents/guardians and staff members involved and informed about relevant school events, Board Policies and procedures.</u></p>
<u>4. Delegation of Responsibility</u>	<p><u>It shall be the responsibility of all district staff to inform the Director of Communications and Operations of programs, achievements, or events involving the educational goals and programs of the district in addition to:</u></p> <ol style="list-style-type: none"> <u>1. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.</u> <u>2. Make parents/guardians, volunteers and visitors feel welcome in the school and in the classroom.</u>

School Code
701.1, 702, 706,
775, 3603

3. Cooperate with parent-teacher and other community groups.
4. Maintain student relations that encourage cooperation of the parent/guardians.
5. Observe interstaff relations conducive to high morale that merit the respect of students and citizens.