

HAMBURG AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: September 28, 2015

REVISED:

<p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p> <p>65 Pa. C.S.A. Sec. 701 et seq Pol. 006, 903</p>	<p style="text-align: center;">901. PUBLIC RELATIONS OBJECTIVES</p> <p>The Board shall establish and maintain communications to inform parents/guardians, students, staff members, and the public and involve them in the educational goals and programs of the district’s schools. The purpose of the communication is to stimulate a better understanding of the role, objectives, accomplishments, and needs of the district.</p> <p>The public relations program shall include listening to public attitudes, identification of policies and procedures of the district of specific interest to the public, actions to encourage public involvement and practices to earn public understanding and acceptance.</p> <p>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.</p> <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 parents/guardians and the community as a whole. 2. Determine which particular areas of the school program, policies or operations need further clarification or explanation. 3. Keep students and staff members fully informed about district policies and procedures and the reasons for them and system-wide activities. 4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation. 5. Recognize students and their achievements.
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<p>4. Delegation of Responsibility</p>	<p>It shall be the responsibility of all district staff to:</p> <ol 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 parent-teacher and other community groups.5. Maintain student relations that encourage cooperation of the home.6. Observe interstaff relations conducive to high morale that merit the respect of students and citizens. <p>References:</p> <p>Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq.</p> <p>Board Policy – 006, 903</p>
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