



Book	BHASD Policies
Section	900 Community
Title	Public Relations Objectives
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901. PUBLIC RELATIONS OBJECTIVES

Purpose

The purpose of school-community relations is to establish and maintain communication that informs and involves stakeholders (parents/guardians and district residents) in the educational goals and programs of the district's schools.

Authority

To achieve this purpose, the Board shall provide stakeholders opportunities to receive information and orientation regarding the schools. The Board will utilize all appropriate means and media (newspaper, social media, district-wide/parent emails, and phone conversations) to achieve its public relations objectives.

Guidelines

The objectives of the district's public relations program shall be to:

1. Explain the programs, achievements and needs of the schools to stakeholders .
2. Determine which particular areas of the school program, policies or operations need further clarification or explanation.
3. Keep stakeholders 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.[1]
5. Recognize students and their achievements.

Delegation of Responsibility

The Superintendent or designee shall oversee district email communications. It shall be the responsibility of all district staff to:

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. [2],

Legal

1. 65 P.S. 701 et seq; Pol. 903
2. PA Statute 65 P.S.; 701 et seq
3. Board Policy 903

Last Modified by Katharine Ege on December 20, 2018