

BERMUDIAN SPRINGS SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: March 14, 2006

REVISED:

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	<p>The Board endorses a policy of positive, honest, and open communications with its community. Such open relationships shall be an integral part of the total educational program, including operations of the School Board.</p> <p>Major emphasis shall be on positive human relations, on considering residents as stakeholders, and explaining the reasons for school programs in a plain, straightforward manner.</p>
2. Authority	<p>The Board shall develop a public relations program designed to acquaint the community with the accomplishments and needs of the schools and create a better understanding between district personnel and the public. An informed community will be the greatest aid to growth and development. The Board will utilize all appropriate means and media to achieve its public relations objectives.</p>
Pol. 903, 906	<p>The Board shall transact all critical business in open meetings to which the press, public, and employees are invited. Communications, both oral and written, shall be received and considered. The Board shall keep in mind that maintaining the confidence and respect of the public is a necessary condition for all effective school-community relations.</p>
3. Delegation of Responsibility	<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.

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<p>PA Statute 65 P.S. 701 et seq</p> <p>Board Policy 903</p>	<ol style="list-style-type: none">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.
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