

UPPER BUCKS COUNTY AREA VOCATIONAL TECHNICAL SCHOOL

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: April 17, 2008

REVISED:

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| <p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p> <p>65 Pa. C.S.A. Sec. 701 et seq Pol. 903</p> | <p style="text-align: center;">901. PUBLIC RELATIONS OBJECTIVES</p> <p>The purpose of the school-community relations program is to establish and maintain communication that informs the public and involves them in the educational goals and programs of the career and technical school.</p> <p>To achieve this purpose, the Joint Operating Committee shall provide students, parents/guardians and other residents opportunities to receive information and orientation regarding the school and the career and technical programs. The Joint Operating Committee will utilize all appropriate means and media to achieve its public relations objectives.</p> <p>The objectives of the school's public relations program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and goals of the school to students in participating school districts, parents/guardians and the community as a whole. 2. Determine what students, residents, business, and industry expect from the career and technical school and which particular areas of the program, policies or operations need further clarification or explanation. 3. Keep staff members fully informed of Joint Operating Committee policies and procedures and the reasons for them, school activities, their own responsibilities, and the practices and procedures to follow at parent/guardian meetings and conferences to establish cordial relationships and trust on the part of parents/guardians. 4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation. 5. Recognize students as a public entitled to be heard and provided with reasons for policies and procedures that relate to them. |
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| <p>4. Delegation of Responsibility</p> | <p>It shall be the responsibility of all staff to:</p> <ol style="list-style-type: none">1. Acquaint residents with the work of the school.2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.3. Make parents/guardians feel welcome in the school and in the classroom.4. Maintain student relations so as to enlist the cooperation of the home.5. Maintain 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>Joint Operating Committee Policy – 903</p> |
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