

## PUBLIC RELATIONS

The purpose of the school-community relations program is to establish and maintain in the public mind confidence and respect that the school system is providing the best possible education for the children of this community in terms of intellectual, emotional, moral, social, and physical development.

Toward this end, the Board shall provide parent(s) or legal guardian(s) and other district residents opportunities for orientation and information regarding State regulations and local school procedures, and will utilize, insofar as practical, all appropriate means and media to achieve the following objectives:

1. To explain the programs, achievements, and needs of the schools to parent(s) or legal guardian(s) and the community as a whole;
2. To determine what residents expect from their schools and what residents think about the accomplishments of their schools;
3. To make every effort to foresee and avoid problems caused by misunderstanding of lack of information;
4. To provide optimum staff performance by keeping all staff members fully informed of district policies and procedures, as well as reasons for them when that is relevant, system-wide activities, their own responsibilities, their rights within district policy and under school law, and practices and procedures to follow at parent meetings or conferences to establish cordial relationships and trust on the part of their pupils' parent(s) or legal guardian(s);
5. To recognize pupils;
6. To inform teaching staff personnel that community opinion depends upon the daily life of the school, and that they should seek the following objectives as opportunity permits in their respective fields of services:
  - a. Give courteous and thoughtful consideration to all inquiries and suggestions, and carefully investigate all complaints.



# POLICY

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- b. Make parent(s) or legal guardian(s) feel welcome in the school office and in the classroom.
- c. Observe interstaff relations conducive to high morale and meriting the respect of pupils and citizens.

Adopted: 20 November 2008

