

<b>BLOOMSBURG AREA SCHOOL DISTRICT Policy Manual</b>
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Section: COMMUNITY  
Title: PUBLIC RELATIONS OBJECTIVES  
Date Adopted: August 17, 1981  
Date Last Revised: March 15, 2004

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**901. PUBLIC RELATIONS OBJECTIVES**

- .1 The purpose of the school-community relations program is to establish and maintain a program that informs the public of, and involves them in, the goals and services of the district’s public schools.
- .2 Toward this end, the Board shall provide parents or guardians and other district residents opportunities for information and orientation regarding local school procedures, and will utilize, insofar as practical, all appropriate means and media to achieve the following objectives:
  - .21 to explain the program, achievements, and needs of the schools to:
    - .211 parents
    - .212 community officials and leaders
    - .213 local business and industry
    - .214 community organizations
    - .215 special interest groups
    - .216 the community as a whole
    - .217 state and federal agencies.
  - .22 to determine
    - .221 what residents expect from their schools
    - .222 what residents think about the accomplishments of their schools

- .223 what residents would like to know about their schools that they don't now know
- .224 which particular areas of the school program, policies, or operations need further clarification or explanation.
- .23 to keep staff members fully informed of:
  - .231 district policies and procedures as well as reasons for them
  - .232 system-wide activities
  - .233 their own responsibilities
  - .234 their rights within district policy and under school law
  - .235 practices and procedures to follow at parent meetings or conferences to establish cordial relationships and trust on the part of their pupils' parents.
- .24 to recognize pupils as "ambassadors" from the school system to the community, realizing that their attitudes will affect community opinion of the schools.
- .25 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:
  - .251 acquaint citizens with the work of the schools
  - .252 give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints
  - .253 make parents feel welcome in the school office and in the classroom
  - .254 cooperate with Parent-Teacher and other community groups
  - .255 maintain pupil relations so as to enlist the cooperation of the home
  - .256 observe interstaff relations conducive to maintaining a morale that merits the respect of pupils and citizens.