

# LINE MOUNTAIN SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS  
OBJECTIVES

ADOPTED: September 26, 1979

REVISED: April 23, 2019

<p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p>   <p>65 P.S. 271 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 <b>communication</b> that informs the <b>parents</b> and public and involves them in the <b>educational</b> goals and <b>programs</b> of the district's schools.</p> <p>To achieve this purpose, the Board shall provide parents, guardians and other district residents opportunities to receive information and orientation regarding the schools. The Board will utilize all appropriate means and media to achieve its public relations objectives.</p> <p>The objectives of the district's public relations program shall be to:</p> <ol style="list-style-type: none"> <li>1. Explain the programs, achievements and needs of the schools to parents, township officials and community leaders, local business and industry, community organizations, special interest groups, and the community as a whole.</li> <li>2. Determine what residents expect from their schools, what residents think about the accomplishments of their schools, what residents would like to know about their schools, and which particular areas of the school program, policies or operations need further clarification or explanation.</li> <li>3. Keep students and staff members fully informed about district policies and procedures and the reasons for them, system-wide activities, their own responsibilities, their rights within district policy and under law, and practices and procedures to establish cordial relationships and trust on the part of parents and residents.</li> <li>4. Operate in public session, as speedily and efficiently as circumstances permit and with <b>appropriate</b> public participation.</li> <li>5. Recognize students <b>and their achievements</b>, as a public entitled to be heard and provided with reasons for policies and practices which relate to them, as ambassadors from the school system to the community.</li> </ol>
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<p>4. Delegation of Responsibility</p> <p>PA Statute 65 P.S. 271 et seq</p>	<p>It shall be the responsibility of all district staff to:</p> <ol style="list-style-type: none"><li>1. Acquaint students, staff members, parents/guardians and residents/taxpayers with the work of the schools and students through a variety of media, including but not limited to:<ol style="list-style-type: none"><li>a. interschool communications;</li><li>b. bulletin boards;</li><li>c. the District website;</li><li>d. the District email distribution lists;</li><li>e. District-produced publications such as the official student newspapers;</li><li>f. transmissions through students to their homes by the District; and</li><li>g. District-sponsored Social Media, created and maintained by the District for purposes of promoting the District's public relations objectives.</li></ol></li><li>2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.</li><li>3. Direct complaints or concerns relating to the District's programs, operations or practices to the staff member or the administrator immediately in charge of the area in which the complaint arises.</li><li>4. Serve as role models of civility while on District property, while attending or participating in a District-sponsored event, and while using District-sponsored Social Media.</li><li>5. Make parents, volunteers and visitors feel welcome in the school and in the classroom.</li><li>6. Cooperate with parent-teacher and other community groups.</li><li>7. Maintain student relations that <b>encourage</b> cooperation of the home.</li></ol> <p>Observe interstaff relations conducive to high morale that merit the respect of students and citizens.</p> <p><u>Communications to Staff</u></p> <p>All official communications, policies and directives of staff interest and concern shall be communicated to staff through the Superintendent or designee, with the goal of keeping personnel fully informed of the Board's issues, concerns and actions.</p>
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