

POLICY

Willingboro Township

Board of Education

Section: Community

9100. PUBLIC RELATIONS

Date Created: September, 2007

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9100- PUBLIC RELATIONS

The Board of Education directs the implementation of a public relations program to foster the continuing and constructive cooperation of this school district with parent(s) or legal guardian(s), community organizations and institutions, representatives of business and industry, and other members of the community served by the school district.

The Superintendent shall consult with representatives of the community in the development of educational goals for the district, objectives and standards for the educational program, and the family life education curriculum. The Board encourages the involvement of community members in the governance of the district through advisory committees, in accordance with Policy No. 9140.

The Board respects the contributions to community life made by business, industry, labor, charitable organizations, cultural institutions, volunteer associations, and other community groups that enrich the educational potential of the community. The Superintendent shall be alert to opportunities for an educational program expanded and enriched by utilization, both within and without the schools, of a diversity of community resources. A file of community resources shall be maintained in each school building.

The Board directs all district employees to acquaint residents with the work of the schools; to give thoughtful and courteous consideration to all inquiries and suggestions and carefully investigate all complaints; to make parent(s) or legal guardian(s) feel welcome in the school and in the classroom; to cooperate with parent organizations and other groups of residents seeking information or offering assistance to the schools; to treat all pupils with firmness, sensitivity, intelligence, and fairness so as to command their respect and enlist the cooperation of their parent(s) or legal guardian(s); and to work with others in a manner conducive to high morale and meriting the respect of the community.

Adopted: 10 September 2007