

# WILMINGTON AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS  
OBJECTIVES

ADOPTED: February 9, 2015

REVISED:

<p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p>   <p>65 Pa. C.S.A. Sec. 701 et seq Pol. 006, 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 parents/guardians and public and involves them in the educational goals and programs 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/guardians, township officials and community leaders, local business and industry, community organizations, special interest groups, the community as a whole, and state and federal agencies.</li> <li>2. Determine what residents expect from their schools and what they want to know about the school's programs and operations.</li> <li>3. Keep students, parents/guardians and staff members fully informed about relevant Board policies and procedures and their own responsibilities and rights.</li> <li>4. Communicate factual information to avoid rumors and communication crises.</li> <li>5. Involve students, parents/guardians and the community in discussions regarding education programs, student activities and Board policy.</li> <li>6. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation.</li> </ol>
--	--

<p>4. Delegation of Responsibility</p>	<p>7. Recognize students and their achievements.</p> <ul style="list-style-type: none"><li>a. As a public entitled to be heard and provided with reasons for relative policies and practices.</li><li>b. As ambassadors from the school system to the community.</li></ul> <p>It shall be the responsibility of all District staff to:</p> <ul style="list-style-type: none"><li>1. Acquaint parents/guardians and residents with the educational achievements of the schools, students and staff.</li><li>2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.</li><li>3. Make parents/guardians, volunteers and visitors feel welcome in the school and in the classroom.</li><li>4. Cooperate with parent-teacher and other community groups.</li><li>5. Maintain student relations that encourage cooperation of the parents/guardians.</li><li>6. Observe interstaff relations conducive to high morale that merit the respect of students and citizens.</li></ul> <p>References:</p> <p>Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq.</p> <p>Board Policy – 006, 903</p>
--	---