

NORTHERN WESTMORELAND CAREER AND TECHNOLOGY CENTER

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: October 20, 2011

REVISED:

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	<p>The purpose of the school-community relations program is to establish and maintain communication that informs the public and involves them in the educational goals and programs of the center.</p> <p>School-community relations shall be based on the following principles:</p> <ol style="list-style-type: none"> 1. School-community communications must be honest in intent and execution. 2. School-community relations must be an integral part of the total educational program. 3. Ideas should be communicated in simple, easily understood language.
2. Authority	<p>To achieve this purpose, the Joint Operating Committee shall provide students, parents/guardians and other residents opportunities to receive information and orientation regarding the center and the vocational technical programs. The Joint Operating Committee will utilize all appropriate means and media to achieve its public relations objectives.</p>
3. Guidelines	<p>The objectives of the center's public relations program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and goals of the center to parents/guardians and the community as a whole. 2. Determine which particular areas of the program, policies or operations need further clarification or explanation. 3. Keep staff members fully informed of Joint Operating Committee policies and procedures and the reasons for them and center activities. 4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation.
65 P.S. 701 et seq Pol. 903	

4. Delegation of
Responsibility

5. Recognize students and their achievements.

It shall be the responsibility of all staff to:

1. Acquaint residents with the work of the center.
2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.
3. Make parents/guardians feel welcome in the center and in the classroom.
4. Cooperate as fully as practicable with parent groups and with other organizations seeking information or offering assistance to the center.
5. Maintain student relations with firmness, intelligence, and sympathy so as to command the respect and enlist the cooperation of the home.
6. Maintain interstaff relations conducive to high morale that merit the respect of students and the community.

PA Statute
65 P.S. 701 et seq

Joint Operating
Committee Policy
903