

# SUN AREA TECHNICAL INSTITUTE

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS  
OBJECTIVES

ADOPTED: February 20, 2003

REVISED:

<p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p>   <p>65 P.S. 701 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 communication that informs the public and involves them in the educational goals and programs of the career and technology center.</p> <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> <p>The objectives of the center's public relations program shall be to:</p> <ol style="list-style-type: none"> <li>1. Explain the programs, achievements and goals of the center to students in participating school districts, parents, local business and industry, community organizations, special interest groups, the community as a whole, and state and federal agencies.</li> <li>2. Determine what students, residents, business, and industry expect from the career and technology center, what residents think about the accomplishments of the center and its graduates, and which particular areas of the center program, policies or operations need further clarification or explanation.</li> <li>3. Keep staff members fully informed of Joint Operating Committee policies and center procedures and the reasons for them, school activities, their own responsibilities, their rights within Joint Operating Committee policy and under law, and practices and procedures to follow at parent meetings and conferences to establish cordial relationships and trust on the part of parents.</li> <li>4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation.</li> </ol>
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