SUN AREA TECHNICAL INSTITUTE

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS OBJECTIVES

ADOPTED: February 20, 2003

REVISED:

	901. PUBLIC RELATIONS OBJECTIVES
1. Purpose	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.
2. Authority	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.
3. Guidelines	The objectives of the center's public relations program shall be to:
	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.
	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.
	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.
65 P.S. 701 et seq Pol. 903	4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation.

	Recognize students as a public entitled to be heard and provided with reasons for policies and procedures that relate to them and as ambassadors from the center to the community, whose attitudes will affect community opinion of the center.
4. Delegation of Responsibility	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 feel welcome in the center and in the classroom.
	4. Cooperate with any parent-teacher and community groups.
	5. Maintain student relations so as to enlist the cooperation of the home.
	6. Maintain interstaff relations conducive to high morale that merit the respect of students and citizens.
	7. Conduct tours of the center for service groups, PTA's, teachers of participating schools, interested citizen groups, Board of Education of participating schools, etc.
PA Statute 65 P.S.	
701 et seq	
Joint Operating Committee Policy 903	