

## **SUBJECT: SCHOOL-COMMUNITY RELATIONS**

### **Goals and Objectives**

One of the main purposes of good school public relations is to stimulate people to learn more about the schools so that they can participate more intelligently in the education of the District's children. In accomplishing this purpose, a second aim can be fulfilled - that of gearing the operation of the schools to public interests and desires. Good school-community relations, then, require a two-way current of communication: from school to community, and from community to school.

### **The Public's Right to Know**

#### **a) Responsibilities of the Board of Education:**

The Board of Education is aware of its responsibility in maintaining a cooperative relationship with the community which is served by the School District. It is the desire of the Board to sponsor a close relationship with the citizens of the District in any way that will improve the educational program, for the Board expects to draw upon the potential sources of aid existing in the community in support of that program. The Board of Education will attempt to ensure that the citizens of the School District are kept informed of its activities in channels of communication beyond those required by law. Therefore, the Board of Education shall encourage the use of all appropriate means for supplying the community with accurate information about the schools.

#### **b) Responsibilities of Administrators:**

The Superintendent/designee shall be the central intermediary between the schools and the public, and through him/her shall be funneled information for the public. As much as reasonably possible, the administration shall inform the Superintendent of planned public meetings, agendas and other pertinent information.

#### **c) Responsibilities of Teachers:**

The successful public relations program lies largely in the hands of the individual teacher. Therefore, it is the responsibility of all teachers to be well informed as to the educational practices of the School District, since many parents gather their information about the school and their teachers from their children.

#### **d) Responsibilities of Non-Instructional Personnel:**

The role of non-instructional personnel in public education is often little understood and less appreciated. The impressions and attitude of students and citizens are deeply and daily affected by the quality of their relationships with these people. Therefore, the Board relies upon all School District employees to assume their important role of interpreting the school in their contacts with the public.