

MORRISVILLE BOROUGH SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES/PUBLICATIONS

ADOPTED: November 14, 2007

REVISED:

<p>902. PUBLIC RELATIONS OBJECTIVES/PUBLICATIONS</p>	
<p>1. Purpose</p>	<p>The purpose of the school-community relations program is to establish and maintain a program that informs the public of and involves them in the goals and services of the district's public schools.</p>
<p>2. Guidelines</p>	<p>The Board believes that all reasonable means should be employed to keep the public informed on matters of importance regarding district policies, finances, programs, personnel and operations.</p> <p>Toward this end, the Board shall provide parents or guardians and other district residents opportunities for information and orientation regarding local school procedures, and will utilize, insofar as practical, all appropriate means and media to achieve the following objectives:</p> <ol style="list-style-type: none"> 1. To explain the programs, achievements and needs of the schools. 2. To determine what residents expect from their schools and which particular areas of the school program, policies, or operations need further clarification or explanation. 3. To keep staff members fully informed. 4. To operate, insofar as required, in public session, as speedily and efficiently as circumstances permit, and with public participation. 5. To recognize pupils as a public entitled to both be heard and to be provided with reasons for policies and practices which relate to them. 6. To inform teaching staff personnel that community opinion depends upon the daily life of the school. <p>The Board will determine which of its official actions have such community impact and interest to warrant special release; and it will arrange for release to the media information on such matters of importance.</p>
<p>65 Pa. C.S.A. 701 et seq Pol. 903</p>	

<p>PA Statute 65 Pa. C.S.A. 701 et seq</p> <p>Board Policy 903</p>	<p>Matters of a routine nature may be released by the Superintendent and/or Board Secretary as they have been recorded in the minutes of the Board meetings and upon request of media representatives. All publications, releases, photographs and the like depicting the accomplishments of the pupils and staff of the district may be approved at the discretion of the Superintendent or his/her designee.</p> <p>The responsible district administrator shall direct an information program designed to acquaint the public with the achievements and the needs of the schools, and which shall include as a minimum a district newsletter.</p>
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