



**NORTH ALLEGHENY
SCHOOL DISTRICT**

SECTION:	COMMUNITY
TITLE:	PUBLIC RELATIONS OBJECTIVES
ADOPTED:	3/22/17
REVISED:	

901 - PUBLIC RELATIONS OBJECTIVES

Pol. 002

Section 1. Purpose

The North Allegheny Board of School Directors believes that a strong partnership between the schools and the home is essential as the schools work to provide North Allegheny students with the best possible educational program. The Board also believes that schools are most effective when supported by an informed community. A continuous two-way communication system is encouraged by the Board, and will provide the public with factual knowledge and understanding of all District programs and goals.

Section 2. Authority

Communications to the community will be implemented by the Superintendent or designee.

Section 3. Delegation of Responsibility

- a. The Superintendent shall:
 - 1. Communicate this policy to all those included in its scope.
 - 2. Develop and implement programs and procedures that are necessary and appropriate to ensure compliance with this policy
 - 3. Develop, distribute, and maintain a set of Administrative Procedures that specify in detail how this policy will be implemented.
- b. It shall be the responsibility of all district staff to:
 - 1. Acquaint parents/guardians and residents with the educational achievements of the schools, students, and staff.
 - 2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.
 - 3. Make parent(s)/guardian(s), volunteers and visitors feel welcome in the

school and in the classroom.

4. Cooperate with parent-teacher and other community groups.
5. Maintain student relations that encourage cooperation of the parents/guardians.
6. Observe inter-staff relations conducive to high morale that merit the respect of students and citizens.

Section 4. Guidelines

- a. The objectives of the District's public relations program shall be to:
 1. Explain the programs, achievements, and needs of the schools to parent(s)/guardian(s) and the community as a whole.
 2. Determine which particular areas of the school's programs, policies, or operations need further clarification or explanation.
 3. Keep students, parent(s)/guardian(s), and staff members fully informed about relevant Board policies and procedures and their own responsibilities and rights.
 4. Communicate factual information to avoid rumors and communication crises.
 5. Involve students, parent(s)/guardian(s), and the community in discussions regarding education programs, student activities, and Board policy.
 6. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation.
 7. Recognize students and their achievements.
- b. Communication to the public, including the programs and planning of the District, shall be through the publication and distribution of the District newsletter; PTO's; parent support groups such as Boosters, etc.; District calendars; building-level and special interest newsletters; open houses; student publications such as newspapers and yearbooks; community and professional advisory committees; District website and other social media; and other publications as warranted.
- c. The Superintendent, through the designated representatives, shall be responsible to give reports or releases on all school meetings of general community interest.

65 Pa. C.S.A.
Sec. 701 et seq.
Pol. 006

Pol. 802, 902

References:

Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq.
Board Policy – 002, 006, 802, 902

Replaces Policy:

4100
4130