

ALLENTOWN SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: 12/16/99

REVISED:

	<p style="text-align: center;">901. PUBLIC RELATIONS OBJECTIVES</p> <p>1. Purpose The purpose of the school-community relations program is to establish and maintain a program that informs the public of and involves its members in the goals and services of the district's public schools.</p> <p>2. Responsibility 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, to:</p> <ul style="list-style-type: none">A. Explain the programs, achievements and needs of the schools;B. Determine what residents expect from their schools and which particular areas of the school program, policies, or operations need further clarification or explanation;C. Keep staff members fully informed;D. Operate, insofar as required, in public session, as speedily and efficiently as circumstances permit, and with public participation; andE. Recognize pupils as a "public" entitled to be heard and to be provided with reasons for policies and practices which relate to them.
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