

THE SCHOOL DISTRICT OF PHILADELPHIA

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: October 5, 2011

REVISED:

901. PUBLIC RELATIONS OBJECTIVES	
<p>1. Purpose</p> <p>42 U.S.C. Sec. 12101 et seq</p>	<p>The purpose of the school-community relations program is to establish and maintain communication that informs the parents/guardians and public and involves them in the educational goals and programs of the district's schools.</p> <p>The school-community relations program shall be based on the following principles:</p> <ol style="list-style-type: none"> 1. School-community communications must be honest in intent and execution. 2. School-community relations must be an integral part of the total educational program. 3. Ideas should be communicated in simple, easily understood language. <p>The School District of Philadelphia shall comply with the Americans with Disabilities Act (ADA) which requires that all School District services and facilities be as reasonably accessible to persons with disabilities as those without disabilities.</p>
<p>2. Authority</p>	<p>To achieve this purpose, the School Reform Commission shall provide parents/guardians, district residents and visitors opportunities to receive information regarding the schools and school administration. The SRC will utilize all appropriate means and media to achieve its public relations objectives including, but not limited to providing:</p> <ol style="list-style-type: none"> 1. Accommodations to individuals with disabilities to ensure equal access to district services and facilities; and 2. Providing interpreting services and providing information in the native language or mode of communication whenever required by law or regulations.
<p>3. Guidelines</p>	<p>The objectives of the district's public relations program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and needs of the schools to parents/guardians and the community as a whole.

<p>65 Pa. C.S.A. Sec. 701 et seq Pol. 006, 903</p> <p>4. Delegation of Responsibility</p>	<p>2. Determine:</p> <ul style="list-style-type: none">a. What residents expect from their schools.b. What residents think about the accomplishments of their schools.c. What residents would like to know about their schools.d. Which particular areas of the school program, policies or operations need further clarification or explanation. <p>3. Keep students and staff members fully informed about district policies and procedures and the reasons for them and system-wide activities.</p> <p>4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation.</p> <p>5. Recognize students and their achievements.</p> <p>It shall be the responsibility of all district staff to:</p> <ul style="list-style-type: none">1. Acquaint parents/guardians and residents with the work of the schools and students.2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.3. Make parents/guardians, 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 home.6. Observe interstaff relations conducive to high morale that merit the respect of students and citizens.
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References:

Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq.

Americans With Disabilities Act – 42 U.S.C. Sec. 12101 et seq.

School Reform Commission Policy – 006, 903, 904