

LUZERNE

INTERMEDIATE

UNIT #18

	901. Public Relations Objectives
1. Purpose	The purpose of the intermediate unit-community relations program is to establish and maintain communication that informs the parents and public and involves them in the educational goals and programs of the intermediate unit.
2. Authority	To achieve this purpose, the Board shall provide parents, guardians and other residents of participating school district opportunities to receive information and orientation regarding the intermediate unit. The Board will utilize all appropriate means and media to achieve its public relations objectives.
3. Guidelines	The objectives of the intermediate unit's public relations program shall be to: <ol style="list-style-type: none">1. Explain the programs, achievements and needs of the intermediate unit.2. Keep students and staff members fully informed.3. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation.4. Recognize students and their achievements.
65 P.S. 701 et seq Pol. 903	Intermediate unit goals, objectives, program offerings, services, and achievements shall be systematically presented to the public. The staff of the Intermediate Unit shall be informed that they should seek the following objectives as opportunity permits in their respective programs and services: <ol style="list-style-type: none">1. Acquaint parents/guardians and the public with the work of the Intermediate Unit.2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.3. Make parents/guardians feel welcome in the classroom.4. Cooperate with the Parent-Teacher and other community groups.5. Maintain student relations that enlist the cooperation of the home.6. Observe interstaff relations conducive to high morale that merits the respect of students, parents/guardians and the public.

<p>4. Delegation of Responsibility</p>	<p>Measures of the public's attitude, interests, and acceptance of the intermediate unit's programs should be obtained, analyzed, and used in determining the continuation or expansion of programs, and the installation of new programs.</p> <p>The designing and implementation of a public relations program shall be the responsibility of the Executive Director.</p>
--	---