

# **POLICY**

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## **FRANKLIN TOWNSHIP BOARD OF EDUCATION**

**File Code:1000/1010**

### CONCEPTS AND ROLES IN COMMUNITY RELATIONS: GOALS AND OBJECTIVES

The board of education believes that school district public relations is not solely an information program, but encompasses all aspects of the school's relationship with the total community.

The board of education believes its school-community communications program should:

- A. Promote public interest and participation in the operation of the school system;
- B. Gather information about public attitudes toward the school system and its programs and report them to the chief school administrator and the board;
- C. Provide an honest, continuous, comprehensive flow of information about the policies, procedures, programs, and progress of the school system to the community and the staff;
- D. Develop the most effective means of communication with the public and use available media as appropriate;
- E. Develop programs in the school that will integrate home, school, and community in meeting the needs of district pupils;
- F. Develop and maintain the confidence of the community in the school board and the school staff;
- G. Develop a climate that attracts and retains excellent teachers and encourages staff to strive for excellence in educational issues;
- H. Anticipate and address concerns, issues, and controversies that are brought about by lack of public knowledge;
- I. Evaluate past procedures in order to make improvements in future communications.

The chief school administrator shall be responsible for developing programs, techniques, and channels for implementing this policy.

Previously referenced as Policy 901

Date adopted: 12/9/96

Date Reviewed: 1/12/09

Date Reviewed: 4/27/15