

GREATER JOHNSTOWN CAREER & TECHNOLOGY CENTER

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: April 22, 2008

REVISED:

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	The purpose of the school-community relations program is to establish and maintain communication that informs the public and involves them in the educational goals and programs of the vocational technical center.
2. Authority	To achieve this purpose, the Joint Operating Committee shall provide students, parents/guardians and other residents opportunities to receive information and orientation regarding the center and the vocational technical programs. The Joint Operating Committee will utilize all appropriate means and media to achieve its public relations objectives.
3. Guidelines	<p>The objectives of the center's public relations program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and goals of the center to students in participating school districts, parents/guardians and the community as a whole. 2. Determine which particular areas of the program, policies or operations need further clarification or explanation. 3. Keep staff members fully informed of Joint Operating Committee policies and procedures and the reasons for them and center activities. 4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation. 5. Recognize students and their achievements.
<p>65 Pa. C.S.A. Sec. 701 et seq Pol. 903</p> <p>4. Delegation of Responsibility</p>	<p>It shall be the responsibility of all staff to:</p> <ol style="list-style-type: none"> 1. Acquaint residents with the work of the center. 2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.

3. Make parents/guardians feel welcome in the center and in the classroom.
4. Cooperate with any parent-teacher and community groups.
5. Maintain student relations so as to enlist the cooperation of the home.
6. Maintain interstaff relations conducive to high morale that merit the respect of students and citizens.

References:

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

Joint Operating Committee Policy – 903