

**EASTERN
WESTMORELAND
CAREER &
TECHNOLOGY CENTER**

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: AUGUST 19, 2015

REVISED:

<p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p> <p>65 Pa. C.S.A. Sec. 701 et seq Pol. 006, 903</p>	<p style="text-align: center;">901. PUBLIC RELATIONS OBJECTIVES</p> <p>The purpose of the community relations program is to establish and maintain communication that informs the public and involves them in the educational goals and programs of the center.</p> <p>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 programs. The Joint Operating Committee will utilize all appropriate means and media to achieve its public relations objectives.</p> <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 needs of the center. 2. Determine what students, residents, business, and industry expect from the center and what they want to know about the center's programs and operations. 3. Keep students, parents/guardians and staff members fully informed about relevant Joint Operating Committee policies and procedures and their own responsibilities and rights. 4. Communicate factual information to avoid rumors and communication crises. 5. Involve students, parents/guardians and the community in discussions regarding education programs, student activities and Joint Operating Committee policy. 6. Recognize students and their achievements.
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<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 parents/guardians and residents with the educational achievements of the center, students and staff.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 center and in the classroom.4. Cooperate with parent-teacher and other community groups.5. Maintain student relations that encourage the cooperation of the parents/guardians.6. Maintain interstaff relations conducive to high morale that merit the respect of students and community members. <p>References:</p> <p>Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq</p> <p>Joint Operating Committee Policy – 006, 903</p>
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