

PATTONVILLE SCHOOL DISTRICT

EPS Code KAA

District Code: New

SCHOOL-COMMUNITY RELATIONS PRIORITY OBJECTIVES

Objectives include:

1. Working with community leaders, civic groups, committees, PTA/**PTO** leaders and government, etc., in order that the expectations and hopes of citizens for education and the educational needs will be understood, and that action programs will be met with understanding and support.
2. Interpreting through publications, news releases, meetings, etc., Board policies, and the accomplishments, purposes, problems, needs. etc., of the School District.
3. Receiving suggestions, criticisms and other input relative to the improvement of the School District and to the School District in general.
4. Helping residents through conferences, use of mass media, conversations, etc., to understand the importance of the public education.
5. Developing and maintaining positive attitudes and positive public opinion, promoting a genuine spirit of cooperation, etc., as a by-product of all school activity.
6. Supporting the District's mission, "That All Will Learn," by assisting and advancing the District's Comprehensive School Improvement Plan (CSIP), as appropriate.

Successful implementation of public relations objectives rests with all school personnel--certified, support, or administrative.

Assistance and advice are available to anyone wishing to initiate a direct public relations or publicity project.

Adopted: June 30, 1981

Revised: December 12, 2000