

PATTONVILLE SCHOOL DISTRICT

EPS Code: KB

District Code: New

PUBLIC INFORMATION PROGRAM

The public information program, while administered by the director of school/community relations, is the responsibility of all school personnel.

The director determines the District's program on a yearly basis with the approval of the superintendent of schools. Included in the District's program are press, radio and TV contacts, writing press releases, internal and external publications, campaigns, working with community groups, special projects, in-service training for staffs, assessment of attitudes, photography[and printing services], writing speeches, reports, etc., speakers' bureau, and other activities or community programs as deemed appropriate by the superintendent of schools.

Principal's Role. Each principal, with the advice and/or assistance of the superintendent and/or the school community relations director, is to develop each year a system and schedule for communicating face-to-face on a regular basis with parents and other residents, teachers, other staff members, and students. The principal is to promote advisory committees, including, but not limited to the School Improvement Team when appropriate. The principal is to designate one or more parents and teachers to gather news in the school for dissemination through news sheet, and reporting to the school/community relations director for possible use in District publications or news releases. The principal is to keep the director fully informed of any events, attitudes and opinions that might in any way affect internal or external relations, or call for decisions and actions necessary to counteract, or prevent, adverse publicity, disruptive activities and potential conflicts. All school personnel are encouraged to meet with organizations and groups in the community.

Role of Staff. All staff are to interact with parents and other members of the community in a courteous, respectful, and service-oriented manner. Telephone calls and messages should be returned and letters responded to promptly. Persons visiting the school and district offices, classrooms, and other district facilities should be greeted immediately upon arrival in a prompt, courteous, and welcoming fashion. Requests for information or assistance should be dealt with in a timely, customer service-oriented manner.

Adopted: June 30, 1981

Revised: December 12, 2000