

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS
OBJECTIVES

ADOPTED: February 20, 2001

REVISED:

<p>1.Purpose</p> <p>2.Authority</p> <p>School Code 701.1, 702, 706, 775, 3603</p>	<p style="text-align: center;">901. PUBLIC RELATIONS OBJECTIVES</p> <p>The objective of the school-community relations program is to establish and maintain a program that informs the Springfield Township community of the various activities and issues surrounding the Springfield Township School District public schools and engages the community as a partner in education.</p> <p>During the course of the school year the parents, guardians and other Springfield Township community residents shall be provided with appropriate information regarding Springfield Township school activities and issues, including activities of the School Board. The school district administration and the School Board may use available and cost-effective news releases, newsletters, pamphlets, surveys, television, e-mail, web pages and other technology to disseminate information to the community effectively and efficiently.</p> <p>The Board authorizes the Superintendent to recommend to the Board personnel, financial, and other resources needed to support an effective communications process with the larger community.</p>
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