

ADMINISTRATIVE REGULATION

CENTENNIAL SCHOOL DISTRICT

APPROVED: May 2, 2017

REVISED:

901-AR-0. PUBLIC RELATIONS

Board members, administrators and all District employees must recognize the importance of communicating and cooperating with the District's students, parents/guardians and community members in order to provide the programs needed to develop students' academic and social skills.

All District staff serve as the front line of any public relations efforts. Their attitudes and communications when dealing with students, parents/guardians and community members provide the foundation on which good public relations are built.

The District's program of public relations between the schools and the community will be used to:

1. Communicate the purposes and value of education in the local community and in the educational arena.
2. Familiarize residents with the District's educational and extracurricular programs.
3. Acquaint parents/guardians with programs and services provided by the schools.
4. Explain and interpret the financial status of the District and the annual budget process.
5. Inform community residents of special school events and activities.
6. Invite and encourage full parental participation in school activities open to the public, such as open houses, PTA/PTO, special school events and activities.
7. Recognize and publicize the achievements of District students and staff.
8. Invite and encourage public participation in regular Board meetings, special meetings and District presentations and discussions.

The Superintendent will be responsible for ensuring that Board policy and administrative regulations governing public relations are implemented and maintained on a systematic, ongoing basis.