

**CHESTER COUNTY
INTERMEDIATE
UNIT 24**

SECTION: COMMUNITY
TITLE: COMMUNICATIONS OBJECTIVES
ADOPTED: OCTOBER 27, 2010
REVISED: JULY 8, 2020

901. COMMUNICATIONS OBJECTIVES

Policy Section	Policy Description
1. Purpose	<p>The purpose of the Intermediate Unit’s community relations program is to establish and maintain communication that informs the parents/guardians and public and involves them in the educational goals and programs of the Intermediate Unit.</p> <p>The Board believes that all reasonable means should be employed to keep the public informed on matters of importance regarding Intermediate Unit policies, finances, programs, services, personnel and operations.</p>
2. Authority	<p>To achieve this purpose, the Board shall provide parents/guardians and residents of member school districts opportunities to receive information and orientation regarding the Intermediate Unit. The Board will utilize all appropriate means and media to achieve its community relations objectives, including printed and electronic publications, social media and the news media.</p>
3. Guidelines	<p>The objectives of the Intermediate Unit’s communications program shall be to:</p> <ol style="list-style-type: none"> 1. Explain the programs, achievements and needs of the Intermediate Unit to parents/guardians and the community as a whole, and the news media. 2. Determine which particular areas of the Intermediate Unit program, policies or operations need further clarification or explanation. 3. Keep students and staff members fully informed about Intermediate Unit policies and administrative regulations and the reasons for them and system-wide activities. 4. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation. <p>Legal References: 65 Pa. C.S.A., Sec. 701 et seq; Pol. 006, 903</p> <ol style="list-style-type: none"> 5. Recognize students and their achievements.

<p>4. Delegation of Responsibility</p>	<p>It shall be the responsibility of the communications director to manage a communications program designed to acquaint the public with the achievements, programs and needs of the Intermediate Unit through the use of appropriate print and electronic publications, social and traditional media outlets. The communications program may include, but is not limited to:</p> <ol style="list-style-type: none"> 1. Intermediate Unit calendar. Legal Reference: Pol. 803 2. Intermediate Unit policies and administrative regulations. Legal References: Pol. 007, 801 3. Financial information. 4. Assessment results. Legal Reference: Pol. 127 5. Newspaper features. 6. Intermediate Unit website. 7. Intermediate Unit social media accounts. <p>In addition, the communications director shall be responsible to:</p> <ol style="list-style-type: none"> 1. Maintain an open, direct and honest line of communication with the media, staff, parents, and the general public. 2. Keep media representatives informed of all aspects of the Intermediate Unit so that reporting will be done on the basis of a complete and valid overview. 3. Submit and suggest feature stories or articles of interest or relevance. 4. Assist the Board in preparing regular and special publications for the public. 5. Manage all Intermediate Unit social media accounts. <p>All Intermediate Unit staff shall:</p> <ol style="list-style-type: none"> 1. Acquaint parents/guardians and residents with the work of the Intermediate Unit and students. 2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.
--	---

<p>References:</p>	<ol style="list-style-type: none">3. Make parents/guardians, volunteers and visitors feel welcome in the Intermediate Unit and its programs.4. Maintain student relations that encourage cooperation of the home.5. Observe inter-staff relations conducive to high morale that merit the respect of students and citizens. <p>Sunshine Act – 65 Pa. C.S.A. Sec. 701 et seq.</p> <p>School Code – 24 P.S. Sec. 964</p> <p>Board Policy – 006, 007, 127, 801, 803 903</p>
--------------------	--