

**SCHOOL-COMMUNITY RELATIONS
SERIES 900**

901.1

TITLE: PHILOSOPHY

The purpose of the school-community relations policy shall be to establish in the minds of its various publics, through actions and communications, that the Wilder School District.....

.....Is a system of education that is striving for excellence.

....Serves in the best interest of students, district personnel, parents and taxpayers, and recognizes its responsibility to the community.

....Recognizes that school expenditures shall be consistent with sound educational practices and principles of public finance.

....Strives to improve human relations in contacts with the public, to heed their opinions, and to keep them informed in order to build good will, understanding and confidence.

The school-community relations program shall attempt to develop and hold friends for the Wilder School District by developing a “two-way avenue of communications” with students, teachers, classified personnel, parents, patrons and suppliers. Emphasis in the school-community relations program shall be on “information” rather than “persuasion”. The school-community relations program shall also attempt to develop high morale through an informed, concerned staff, which continuously sets high standards for itself, and for students.

The responsibility of the public relations director, under the direction of the superintendent, shall be to develop and execute public relations and publicity programs designed to meet these objectives. He/she shall have the sole responsibility—subject to approval of the superintendent—for the dissemination of all information pertaining to the district, its programs, and its personnel-including material written by other school personnel for the media.

Revised: October 10, 1988