

# CARBON CAREER & TECHNICAL INSTITUTE

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS  
OBJECTIVES

ADOPTED: December 16, 2004

REVISED: October 19, 2006

901. PUBLIC RELATIONS OBJECTIVES	
1. Purpose	The Joint Operating Committee believes the purpose of its school-community relations program is to inform the public of and involve it in the goals and services of the school.
2. Delegation of Responsibility	The Joint Operating Committee delegates this responsibility to the Administrative Director.
3. Guidelines	<p>Parents/Guardians and other Carbon County residents shall be provided opportunities for information and orientation regarding school programs and procedures utilizing all appropriate means and media to achieve the following objectives:</p> <ol style="list-style-type: none"> <li>1. Prepare and disseminate information to the public and staff which reflects official actions of the Joint Operating Committee.</li> <li>2. Provide that a Joint Operating Committee member or school employee may give his/her opinion on matters as s/he desires, but shall not state that such is the position of the Committee unless the position has been officially approved or adopted.</li> <li>3. Direct all employees to establish and maintain positive lines of communication with the community, not only keeping it advised of school operations, but encouraging comments.</li> <li>4. Report through established public information channels any newsworthy information which may result in press releases. Any such information shall be released under the auspices of the Administrative Director.</li> </ol>