

## COMMUNITY RELATIONS

### PUBLIC RELATIONS

### POLICY

**1000**

It is essential that the schools assume an effective role in the field of public relations. Public relations have been defined as the sum total of all impressions made by an institution and the various peoples connected with it.

In each school, the administrative staff, faculty, parents and students, as well as auxiliary staff, should know and understand the philosophy, goals and objectives of the school.

Approval Date: 1998

Approval Date: 2009

Revision Date:

**1001.A**

The local school should be known to the general public in the community that it serves; to the Diocese as a whole; and to the state of Missouri.

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**1005**

Whenever possible, the schools are encouraged to utilize the newspapers, radio and television to promote their programs and achievements.

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**1010**

Parents should be involved in the mission of the school through volunteer services, membership in parent organizations, and be active in supporting all endeavors of the schools. This is a means to publicize the school's achievements and to enlist community appreciation and support.

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## HOME-SCHOOL ASSOCIATION

**1015**

To foster unity of purpose between home and school, it is recommended that each school have a Home-School Association. This is not a policy-making organization. It serves as a vehicle of communication for the school with parents and the community. Some of the functions are educational and professional growth concerning the various school programs and fund-raising.

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**1015.1**

Each parent association is to formulate a constitution governing its operation. This constitution is to be submitted to the Catholic School Office.

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**COORDINATOR OF PUBLIC RELATIONS**

**1020**

It is to the school’s advantage to have a member of the staff or Home-School who will promote the school’s public image by providing articles or summaries of events to the Diocesan or local press, and other media sources. Pictures related to events are valuable for public relations and also serve as historical material.

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**1025**

A compilation of yearly events should be preserved since it serves as both an image and spirit builder. This compilation and all public relations materials should be incorporated into the archives and records of the school.

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**PUBLICATIONS**

<p><b>1040</b></p> <p><b>Brochures and Pamphlets</b> A brochure or pamphlet which describes the nature, facilities, programs and functions of the school has considerable value within the community.</p> <p>Copies of all handbooks, brochures, pamphlets and newsletters should be sent to the Catholic School Office.</p>
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<p><b>1042</b></p> <p><b>Newsletter</b> It is recommended that a School Newsletter be sent to parents regularly. It should include a calendar of events, an account of significant school activities and programs as well as reports on student achievements.</p> <p>Copies of all handbooks, brochures, pamphlets and newsletters should be sent to the Catholic School Office.</p>
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**CATHOLIC SCHOOLS WEEK**

**1200**

Catholic Schools Week is observed nationally beginning with the last Sunday of January. This observance provides the individual school, a system, and the Diocese with the opportunity to create a favorable public attitude toward non-public education and enhance the image of Catholic Schools in both the local and wider communities.

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