Sparta Area School District

Article 601 - Public Relations

It is recognized by the Board of Education that positive public relations is vital to a successful operation of the school system.

While the responsibility and authority for the operation and management of the school system rests with the Board of Education, it is recognized that the school system as a public entity belongs to all of the people of the Sparta Area School District. In the establishment of policy and in the operation and management of the school system, the Board shall make every effort to be cognizant of the will of the people of the District as a whole and shall not allow special interest groups to have undue or improper influence on Board decisions. By the same token, the School Board shall not ignore individuals or groups solely because they represent a minority opinion, but shall give their wishes careful consideration.

The Board of Education desires to represent the school district community and provide leadership in addressing community issues related to education. In order to identify community concerns and enlist support for schools, the Board shall establish the regular and thorough exchange of information between the community and the Board and its staff on all the policies, programs, problems, and planning of the district. To that end, the Board has established specific policy concerning appropriate communications.

The Board of Education stresses a district-wide commitment to improving public understanding and support of the Sparta Area School District. All staff should be involved in efforts to improve the district and aid in promoting the accomplishments of students and staff.

The Board of Education recognizes the importance of quality service to all people who interact with the school district, internal and external, and strives to meet the needs of families and individuals in a prompt, friendly, and respectful manner. The administration will make regular efforts to insure that staff understand the importance of quality service and have access to appropriate training.

Schools, parents/guardians, community members and local organizations must continually collaborate as partners. The Board and Superintendent shall work together with city and county agencies, and shall seek to develop and maintain partnerships with local businesses, community service organizations and nonprofit groups.

The Board recognizes that schools are an important community resource and shall establish policy to encourage and allow the appropriate use of school facilities.

Legal Reference:

Cross Reference:  
Article 107 – Meetings of the Board of Education  
Article 112 – News Media Relations  
Article 602 – Communications  
Article 603 – Use of School Facilities