
PUBLIC RELATIONS OBJECTIVES

The purpose of the College-Community Relations Program is to establish and maintain in the public mind confidence that West Hills Community College District is providing the best possible education programs for the community in terms of intellectual, emotional, moral, social, and physical development.

Toward this end, the board will utilize, insofar as practical, all appropriate means and media to achieve the following objectives:

1. To explain the programs, achievements and needs for the College;
2. To determine:
 - a. what community residents expect from the College;
 - b. what community residents think about the accomplishments of the College;
 - c. what community residents would like to know about the College that they don't know now;
 - d. which particular areas of the College's programs, policies, or operations need further clarification or explanation.
1. To make every effort to foresee and avoid problems caused by misunderstanding or lack of information.
2. To encourage optimum staff performance by keeping all staff members fully informed of:
 - a. District policies and procedures as well as reasons for them when that is relevant;
 - b. their own responsibilities;
 - c. their rights within district policy and under school law.
1. To recognize students as a "public" entitled to be provided with reasons for policies and practices which relate to them.

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2. To operate, as speedily and efficiently as circumstances permit, and to encourage public participation in the decision making process.

Board approval date: _____