

Effective Public Relations

24 Inservice Points

Component No. 7 406 002

General Objective

1. To educate school personnel in the principles of good public relations.

Specific Objective

1. Recognize the potential of creating a school mission statement and training the staff in its implementation.
2. Recognize the positive image created through academic and social problems.
3. Develop an open house series of programs to provide direct contact with new families.
4. Assessing the school's public relations program, its weaknesses and strengths.
5. Develop an action plan for getting the school's message into the community through newspapers and public meetings.
6. Determine methods to reach into the community through missions and ministries to families, churches, and the community's needs.

Activities

1. Lecture, demonstrations.
2. Large and small group discussions.
3. Brainstorming sessions.
4. Printed materials.

Evaluation

1. Develop an action plan for the improvement of public relations in the school.
2. Participants will complete a workshop evaluation form.

