

**PHILOSOPHY OF PUBLIC RELATIONS**

The quality of a school program depends upon public understanding of what schools are attempting to do since a school system draws its major strengths from the community it serves. The kind of schooling which children within a community may be expected to receive depends on two things:

1. The extent to which people are willing and able to pay for education, and
2. The concept in the minds of citizens of what a good school program is.

The district Board of Education believes that a full understanding by the public of school issues and the school program and what it can and should do for children is perhaps the most effective means of developing a good school system. The Board and the entire school staff, therefore, accept the responsibility for encouraging the use of all appropriate means for keeping the community accurately informed about its schools, their aspirations and the concomitant community attitudes.

**Rationale for Public Relations Philosophy**

Public understanding is achieved when the public is fully informed and becomes aware of the various changes, accomplishments and needs of the schools in Vacaville.

The Board of Education has a responsibility to provide pertinent information concerning its actions, policies and details of its educational and business operations. To accomplish these objectives the Board encourages, provides for and promotes constructive study, discussion and active participation by the employees and lay community of the school district to promote the best possible program of education in Vacaville.