

Responsibilities of School Personnel

What is said about the school system and about the individual administrative units, by written notification, over the telephone, or in direct personal contact, is an extremely important factor in setting the image of the school system.

Written materials that leave any school should be well worded and neat. Professional educators should keep in mind that they are communicating with lay people. Make points succinctly and clearly. Lay people technically own and operate the schools.

The image conveyed by one professional educator could well be the lasting image of the school system reflected in one citizen's future opinions. Good relationships reflect beneficially for the school system and for each member thereof.

The attitude of school bus drivers, custodians, food service employees, maintenance personnel, aides, secretaries, and nurses is important in public relations. It is important for the public to know that all employees are on the school team seeking better community relations.

Secretaries are especially important to good public relations. Carelessness when answering the telephone arouses resentment. Administrators may be judged by the training or lack of training exhibited by secretaries. A pleasing personality, good grooming, patience, understanding, and intelligence ensure improved relations with the public.

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