

**KA Goals and Objectives (See IB)**

**KA**

The goal of educational public relations is to facilitate a process of communication between the district and its internal and external publics. The public relations program is intended to develop better public understanding of the district's goals, objectives, accomplishments, and needs.

The community shall be informed about school functions and activities, the accreditation status of each school, and the progress of school improvement efforts. Patron involvement is encouraged.

Approved: 12/20