

## **Public Relations Committee Charter** **(Written SY 2011-2012)**

### **Purpose**

The Public Relations Committee ("PRC") shall be responsible for advising the Superintendent and assisting the Board of Education in fulfilling its duty to communicate effectively to the Duanesburg community and Duanesburg Central School ("DCS") faculty, staff, and students.

This advisory and assistance capacity of the PRC shall extend to, but not be limited to, the following areas:

- Continually evaluate the need to enhance the communication between DCS and the Duanesburg community.
- Assist in the development of communication strategies and models used by DCS with regards to large district-wide initiatives including, but not limited to:
  - The budget planning process
  - Capital project development.
- Provide feedback on communication plans, programs and activities presented to the Board by the Superintendent.
- Recognize the accomplishments, assistance, and good deeds of the DCS faculty, staff, and students.
- Any task delegated to the PRC by the full Board of Education.

### **Committee Membership**

The standing PRC is comprised of 2 members of the Board of Education, as appointed by the Board of Education president. The DCS Superintendent is also a member of the committee.

### **Decision Making Authority**

The PRC does not have the authority to make any decisions. The PRC acts as an advisor to the Superintendent and the full Board of Education so that the decisions can be made by those two parties.

### **Additional Activities**

In the spirit of positive public perception, the PRC also coordinates certain traditional activities for members of the DCS faculty, staff and students. These include:

- The New Staff Reception that occurs in Late October.
- All faculty/staff breakfast that is served by the Board of Education during the November Staff Development Day.