

**SPRINGFIELD PUBLIC SCHOOLS**  
**Springfield, New Jersey 07081**

**POLICY: CONCEPTS AND ROLES IN COMMUNITY RELATIONS: GOALS AND OBJECTIVES**

The Board of Education believes that public relations encompass all aspects of the schools' relationship with the total community. The community shall be kept informed of the status of the schools through advertised public meetings, press releases, publications, and other appropriate means.

The Board believes its school-community relations program should:

1. Promote public interest and participation in the planning of excellence and efficiency of the school system;
2. Provide a continuous, comprehensive flow of information about the policies, procedures, programs, and progress of the school system to the community and the staff.
3. Develop the most effective means of communications with the school system's public and use available media as appropriate.
4. Develop programs in the schools that will integrate home, school, and community in meeting the needs of district pupils.
5. Develop and maintain the confidence of the community in the school board and the school staff.
6. Develop a climate that attracts good teachers and administrators and encourages staff to strive for excellence in the educational program.
7. Anticipate and attempt to avoid problems that are brought about by lack of understanding.
8. Evaluate past procedures in order to make improvements in future communications.

**Superintendent of Schools**

The chief school administrator, working in consort with the Board of Education, shall be responsible for developing programs, techniques and channels for implementing this policy.

**Legal References:**

N.J.S.A. 10:4-6 et seq. Open Public Meetings Act.

N.J.S.A. 18A:7A-2a(5) Legislative findings and declaration (Public School Education Act of 1975).

N.J.S.A. 47:1A-1et seq. Examination and copies of public records (“Open Public Records Act”)

N.J.A.C. 6A:30-1.4(a) Evaluation process for the annual review

N.J.A.C. 6:8-1.1 Words and (phrases) terms defined.

N.J.A.C. 6:8-4.3(a)2 (Evaluation of elements and standards (school and community relations) Quality Assurance

N.J.A.C. 6A:32-2. Definitions

N.J.A.C. 6A:32-12.1 Reporting requirements

N.J.A.C. 6A:32-12.2 School-level planning

**Cross References:**

1100 Communication with the public

1120 Board of Education Meetings

1200 Participation by the public

1220 Ad hoc advisory committee

2224 Nondiscrimination/affirmative action

2232 Internal Administration communication

2240 Research, Evaluation and Planning

2255 Action planning for T&E certification

3510 Operation and Maintenance of Plant

3570 District Records and Reports

4131/4131.1 Staff Development and in-service programs

6010 Goals and Objectives

6300 Evaluation of the Instructional Program

7110 Long Range Facilities Planning

Adopted: August 28, 1989

Revised: June 30, 1997

Revised: August 20, 2007