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. 47:1A-1 et 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-l.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

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