
CONCEPTS AND ROLES IN COMMUNITY RELATIONS;
GOALS AND OBJECTIVES

The board of education believes that school district public relations is not solely an information program, but encompasses all aspects of the schools' relationship with the total community.

The board of education believes its school-community communications program should:

- A. Promote public interest of the school system;
- B. Gather information about public attitudes toward the school system and its program;
- C. Provide an honest, continuous, comprehensive flow of information about the policies, procedures, programs and progress of the school system to the community;
- D. Develop the most effective means of communication with the school system's public;
- E. Develop programs in the schools that will integrate home, school, and community in meeting the needs of district pupils;
- F. Develop and maintain the confidence of the community in the school board and the school staff;
- G. Try to anticipate and forestall problems that can be brought about by lack of understanding between the community and the school;
- H. Evaluate past procedures in order to make improvements in future communications.

The superintendent shall be responsible for developing programs, techniques and channels for implementing this policy.

Date: February 11, 2004

Legal References:

N.J.S.A. 10:4-6 et seq.

Open Public Meetings Act

<u>N.J.S.A.</u> ("Open	47:1A-1 et seq.	Examination and copies of public records
		Public Records Act:)
<u>N.J.A.C.</u>	6:8-1.1	Words and terms defined
<u>N.J.A.C.</u>	6:8-2.1	Quality assurance annual report
<u>N.J.A.C.</u>	6:8-2.2	School-level planning
<u>N.J.A.C.</u>	6A:30-1.4(a)1	Evaluation process for the annual review

Manual for the Evaluation of Local School Districts (September 2002)

Possible Cross References:

1100	Communicating with the public
1120	Board of education meetings
1200	Participation by the public
1220	Ad hoc advisory committees
2224	Nondiscrimination/affirmative action
2232	Internal administrative communications
2240	Research, evaluation and planning
2255	Action planning for T&E certification
2255	Operation and maintenance of plant
3542	Food service
3570	District records and reports
4131/4131.1	Staff development, inservice education/visitations/conferences
5020	Role of parents/guardians
5131.6	Drugs, alcohol, tobacco (substance abuse)
6010	Goals and objectives
6142.1	Family life education
6142.2	English as a second language, bilingual/bicultural
6142.6	Basic skills
6142.13	HIV prevention education
6171.1	Remedial instruction
6171.3	At-risk and Title 1
6171.4	Special education
6300	Evaluation of the instructional program
7110	Long-range facilities planning
9322	Public and executive sessions
9323/9324	Agenda preparation/advance delivery of meeting material
9326	Minutes