

**Policy**

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CONCEPTS AND ROLES IN COMMUNITY RELATIONS; GOALS AND OBJECTIVES

The board of education believes that school district community 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 relations program should:

- A. Promote public interest and participation in the operation of the school system;
- B. Gather information about public attitudes toward the school system and its programs and report them to the chief school administrator and the board;
- C. Provide an honest, continuous, comprehensive flow of information about the policies, procedures, programs, problems and progress of the school system to the community and the staff;
- D. Develop the most effective means of communication with the school system's public and use available media as appropriate;
- 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. Develop a climate that attracts good teachers and encourages staff to strive for excellence in the educational program;
- H. Anticipate and forestall problems that are brought about by lack of understanding;
- I. Evaluate past procedures in order to make improvements in future communications.

The chief school administrator shall be responsible for developing programs, techniques and channels for implementing this policy.

**Date:** April 27, 1993  
**NJSBA Review/Update:** May 2008  
**Readopted:** September 15, 2008

Key Words

Community Relations, Public Relations, School District Public Relations, Public Attitudes, School-Community Program, Community Participation, Community Involvement

**Legal References:** N.J.S.A. 10:4-6 et seq. Open Public Meetings Act  
N.J.S.A. 47:1A-1 et seq. Examination and copies of public records ("Open

CONCEPTS AND ROLES IN COMMUNITY RELATIONS;  
GOALS AND OBJECTIVES (continued)

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|                               | Public Records Act")                     |
| <u>N.J.A.C.</u> 6A:30-1.4(a)1 | Evaluation process for the annual review |
| <u>N.J.A.C.</u> 6A:32-2.1     | Definitions                              |
| <u>N.J.A.C.</u> 6A:32-12.1    | Reporting requirements                   |
| <u>N.J.A.C.</u> 6A:32-12.2    | School-level planning                    |

Manual for the Evaluation of Local School Districts

**Possible**

**Cross References:**

|              |  |
|--------------|--|
| *1100        | Communicating with the public                                  |
| *1120        | Board of education meetings                                    |
| *1200        | Participation by the public                                    |
| *1220        | <u>Ad hoc</u> advisory committees                              |
| *2224        | Nondiscrimination/affirmative action                           |
| 2232         | Internal administrative communications                         |
| *2240        | Research, evaluation and planning                              |
| *2255        | Action planning for T&E certification                          |
| *3510        | 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  |

\*Indicates policy is included in the Critical Policy Reference Manual.