

**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.

**Adopted:** April 16, 1997  
**Amended:** May 19, 2009

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 Public Records Act")  
N.J.A.C. 6A:30-1.4(a)1 Evaluation process for the annual review  
N.J.A.C. 6A:32-2.1 Definitions

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

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