

Policy

COMMUNICATING WITH THE PUBLIC

The Board will keep the community informed of the status of the schools through advertised public meetings, press releases and such other means as may be appropriate.

The public information program of the Board and the district shall be directed by the Chief School Administrator, who shall arrange to keep the public informed regarding the policies, administrative operations, objectives, and successes or failures of the schools and shall provide interpretation and explanation of the schools' plans and programs.

The district's budget; its audit; its annual goals and its progress toward achievement of them; its special education plans; its bilingual/ESL program; pupil progress toward achievement of the Core Curriculum Content Standards; graduation statistics and any other information shall be communicated to the public as required by law.

The Board's meetings and records shall be a matter of public information except as such meetings and records pertain to individual personnel and other classified matters.

Each year by September 30 the Chief School Administrator shall oversee the compilation of a report card of each school in the district that includes all statistical information specified by the State Department of Education and any additional information required by federal law. The report card shall be disseminated to staff and parents/guardians and made available to the media and other interested members of the school community.

Avoiding Excessive Expenditures when Communicating with the Public

District publications will be produced and distributed in a cost-efficient manner, for example:

- A. The use of expensive materials or production techniques where lower cost methods are available, such as the use of multi-color glossy publications instead of suitable, less expensive alternatives, is prohibited.
- B. Distribution of pictures of school Board members is prohibited within 90 days of any district election.
- C. Excessive public relations activities that are not part of the instructional program are prohibited.

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

Key Words

Communicating With the Public, Public Information Program, Press Releases

Legal References: N.J.S.A. 10:4-6 et seq. Open Public Meetings Act
N.J.S.A. 18A:7E-2
through -5 School report card program
N.J.S.A. 47:1A-1 et seq. Examination and copies of public records
("Open Public Records Act")

COMMUNICATING WITH THE PUBLIC (continued)

N.J.A.C. 6A:8-3.1(a)3 Curriculum and instruction
N.J.A.C. 6A:23A-5.2 Public relations and professional services

N.J.A.C. 6A:23-8.1 et seq. Budget Review and Approval

See particularly:

N.J.A.C. 6A:23-8.3 Commissioner to ensure achievement of CCCS
N.J.A.C. 6A:30-1.4(a)1 Evaluation process for the annual review
N.J.A.C. 6A:32-12.1 Reporting Requirements
N.J.A.C. 6A:32-12.2 School-level planning

No Child Left Behind Act of 2001, Pub. L. 107-110, 20 U.S.C.A. 6301 et seq.

Manual for the Evaluation of Local School Districts

Possible

Cross References: *1000/1010 Concepts and roles in community relations; goals and objectives
*1120 Board of education meetings
*2240 Research, evaluation and planning
*3570 District records and reports
*5124 Reporting to parents/guardians
*6142.2 English as a second language; bilingual/bicultural
*6142.6 Basic skills
*6142.10 Technology
*6171.1 Remedial instruction
*6171.3 At-risk and Title 1
*6171.4 Special education
*6300 Evaluation of the instructional program

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