

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 superintendent 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 students;
- 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 superintendent shall be responsible for developing programs, techniques and channels for implementing this policy.

First Reading: Dec. 18, 2012

Adopted: Jan. 29, 2013

NJSBA Review/Update: April 2015

1<sup>st</sup> Reading: September 22, 2015

Readopted: October 19, 2015

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:30-1.1 et seq. Evaluation of the Performance of School Districts  
N.J.A.C. 6A:30-3.1 Comprehensive review of public school districts  
N.J.A.C. 6A:32-2.1 Definitions

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

**Possible**

<b><u>Cross References:</u></b>	
*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 NJQSAC
*3510	Operation and maintenance of plant
*3542	Food service
*3570	District records and reports
*4131/4131.1	Staff development; inservice education/visitations/conferences
*4231/4231.1	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.