

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 Superintendent, 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 Superintendent 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. Use of expensive materials or production techniques is prohibited when lower cost methods are available. Use of color glossy publications 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.

Date: Reviewed: September 16, 2009; November 18, 2009
Adopted: October 22, 2008; November 18, 2009

Legal References: Use legal reference sheet.

Cross References: List your appropriate policies. See legal reference sheet for possibilities.

Key Words

Communicating With The Public, Public Information Program, Press Releases

Legal References

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Monitored:

Indicators 1.1, 1.2, 2.1

Mandated:

N.J.A.C. 6A:23A-5.2 (“accountability regulations”) requires a district board to adopt policy for avoiding excessive public relations expenditures when communicating with the public. District publications must be produced and distributed in a cost-efficient manner.

Other Reasons:

Both statute and code require the district to inform its community of specific proposals, programs, activities and the condition of the district.

The No Child Left Behind Act of 2001 requires communicating with the public on a number of topics.

Recommendation:

A policy assigning responsibility for informing the public on topics specified by law as well as matters of general interest. Policy should refer to means to be used; cross references will lead to discrete policies establishing the means and covering the topics in more depth.

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

<u>Cross References:</u>	*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.