

Policy

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.

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

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

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

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. 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.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Communicating With The Public, Public Information Program, Press Releases

Policy

MEDIA

Every effort shall be made to assist all communications media in the community to gain complete and adequate coverage of the programs, problems, planning, and activities of the school system.

General releases of interest to the entire district shall be made available to all the media simultaneously. There shall be no exclusive releases, news conferences or interviews except as media representatives request information on particular programs, plans, or problems.

In general, the chief school administrator shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code.

The board encourages public presentation of the programs, policies and progress of the schools through press, radio and television. Building principals shall clear proposed presentations with the chief school administrator. The chief school administrator shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The chief school administrator or designee shall devise procedures for optimum benefit from such presentations.

The board shall make a periodic review of its relations with the news media.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Media, School News Releases, Press Releases, News Conferences and Interviews, Radio, Television

Policy

DISTRICT PUBLICATIONS

The chief school administrator/designee shall direct development and review of informational newsletters and handbooks for parents/guardians, pupils, staff and the general community as deemed necessary by the board. The district annual report shall be printed for distribution. The board secretary shall make the district audit available to the public as required by law.

Centralized control of district publications, including the district web site, shall be designed to ensure that their contents reflect district-wide policies and regulations accurately.

In accordance with law, the chief school administrator shall prepare procedures to ensure that the district web site, or web sites of any schools in the district, shall not publish any personally identifiable information about a student without prior written consent from the student's parents/guardians. Consent shall be obtained on the form indicated by the State Department of Education and shall contain a statement describing the potential dangers of posting personally identifiable information about students on the Internet.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

District Publications, Publications, Newsletters, Handbooks, Web Site

BOARD OF EDUCATION MEETINGS

Board of education meetings shall be a primary means of sharing information with community members and inviting their comments and suggestions. Regular and special meetings of the board of education are open to the public and representatives of the media, except when, by resolution at the public meeting, the board excludes the public from those parts of a meeting which deal with matters held confidential in accordance with law.

The board welcomes participation of interested organizations and individuals and will schedule time as appropriate for the public to speak. The length of time scheduled for public discussion shall be stated in the agenda, together with any time limit proposed for individual speakers.

The board will not permit unnecessary or undesirable identification of district pupils at public or board of education meetings, particularly when the pupil is subject to disciplinary action, or has been identified as having a disability. A special confidential file shall be kept of the names of pupils with disabilities on whose behalf the board must take public action. An unidentifiable coding shall be used when referring to the pupil.

Comments and questions at the end of regular meetings may deal with any topic related to the board's conduct of the schools. Comments at special meetings must be related to the call of the meeting. Advance announcement of all regular, scheduled special, and specially called meetings of the board is made through newspapers and other appropriate media outlets.

The board shall include a discussion of the School Ethics Act and the Code of Ethics for School Board members annually at a regularly scheduled public meeting.

In a regular board meeting by October 30 of each year, the chief school administrator shall provide a Quality Assurance Annual Report (QAAR) which includes information on the following topics:

- A. The status of all capital projects in the school district's long range plan;
- B. The maximum permitted amount of the school district's reserve account
- C. Implementation of school-level plans;
- D. Achievement of performance objectives;

BOARD OF EDUCATION MEETINGS (continued)

- E. Each school report card, including pupil performance results and student behavior data;
- F. Professional development activities;
- G. Condition of school facilities;
- H. Status of mandated program reviews;
- I. Community support data as detailed in the administrative code;
- J. The assignment plan for certified and noncertified nurses developed by the school district.

Other items presented at board meetings must include, but are not limited to:

- A. Presentation of audit report;
- B. Presentation of budget;
- C. Student attendance;
- D. Dropout statistics; other demographic data;
- E. Mandated inservice programs.

In addition, the board shall conduct a public hearing in October to allow the chief school administrator to report to the board all acts of violence and vandalism that occurred during the previous school year. The proceedings shall be noted in the meeting minutes. The minutes shall be made available to the public.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Board of Education Meetings, Reporting to the Public, Communicating with the Public, Confidentiality

Policy

DISTRIBUTION OF MATERIALS BY PUPILS AND STAFF

Material being sent home with pupils should relate to school matters or pupil-related community activities. Except when it pertains to the individual pupil, all such material must be approved in advance by the chief school administrator/designee.

There is no district obligation to distribute or post any community group materials. But if a forum is opened up to any category of group (i.e., non-profit, non-partisan, community groups), the chief school administrator will not discriminate against speech or materials on the basis of its viewpoint or religious content.

The determination of the chief school administrator will be viewpoint-neutral in order to provide equal access to "limited public forums" including bulletin boards for notices, tables at back-to-school nights, or hand-outs to students.

Pupils shall not be used to distribute partisan materials or partisan information pertaining to a school or general election, budget or bond issue, or negotiations. Pupils shall not be exploited for the benefit of any individual, group, or profit-making organization.

No staff member may distribute any materials on school property without prior approval of the chief school administrator. Materials will clearly indicate their source. Non-school-related materials will be plainly labeled, including an express disclaimer that the activity is "not a school-sponsored activity." Flyers and parental permission slips will be subject to the same review and standards.

All surveys, questionnaires or other similar items requiring pupil or parent/guardian response shall be reviewed and approved by the chief school administrator prior to distribution. The chief school administrator shall solicit written permission from parents/guardians before students participate in surveys or research that requests personal information as set out in federal law.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Distribution of Materials, Research

Policy

PARTICIPATION BY THE PUBLIC

The board encourages volunteers and/or residents of the community who are especially qualified because of training, experience, or personal characteristics to take an active part in school affairs. Such persons may be invited to act as advisers both as groups and individually in:

- A. Clarifying the general ideas and attitudes held by our residents regarding school;
- B. Determining the purposes of courses of study and special services to be provided for pupils; evaluating the extent to which these purposes are being achieved by present practices;
- C. Giving active assistance to the professional staff in the actual operation of classes and services where the chief school administrator and staff deem such aid valuable;
- D. Offering suggestions on a specific problem or set of closely related problems about which the board must make a decision;
- E. Coordinating the delivery of social services to students.

Volunteers carrying out prescribed functions under the supervision of designated professional staff members shall be covered by the board's liability insurance policy.

The chief school administrator shall supervise development of programs and procedures to enlist community participation in school events and deliberations. He/she shall keep on file information on all volunteers and documentation that requirements of law have been fulfilled.

The board, chief school administrator, and the staff shall give substantial weight to the advice that they receive from individuals and community groups interested in the school, especially those individuals and groups that have been invited or created to advise them regarding selected problems. The board, chief school administrator, and staff shall use their own best judgment in arriving at decisions.

The chief school administrator shall report to the public annually on all aspects of community support of the educational program.

PARTICIPATION BY THE PUBLIC (continued)

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Community Volunteers, Volunteers, Public Participation

AD HOC ADVISORY COMMITTEES

Community and/or parent/guardian advisory committees can be particularly useful both in keeping the board and administration informed with regard to community opinion and in representing the community in the study of specific school problems. The board shall, when required by law or when it finds it beneficial, appoint advisory committees to assist in research projects, long-range studies, program evaluation, and development of policies or educational goals/programs. Each committee shall be appointed for a specific purpose and time. The board may dissolve any board-appointed committee at its sole discretion.

Such committees shall be representative of the community in relation to the tasks delegated to them, and may include staff and pupils when appropriate. No appointee shall represent an organization, geographic area, religious group or any other subdivision of the community in an official capacity.

Systematic programs shall be set up to draw on the assistance business, labor, and other organizations have to offer in developing vocational, technical and enrichment programs and in providing pupils with practical work experience.

The board shall adopt the committee structure and organization it deems appropriate to the assignment at hand, except for funded programs where requirements are set by law. The board is responsible for approving all members of a committee and the method of their selection in consultation with the chief school administrator. Staff members shall not constitute a majority of any general community advisory committee.

Recommendations from the committee shall not reduce the responsibility of the board, which shall be free to accept or reject the recommendations as it sees fit. Only the board has the power to act. It will be the responsibility of the chairperson to see that the members of the committee are informed as to the final decision of the board.

Any publicity concerning the organization, membership, operations, findings or recommendations of any committee shall be released only by the board designee .

In district-initiated advisory committees, the chief school administrator shall draft procedures for instructing committees as to the length of time each member is being asked to serve, the services the board wishes them to render, the resources the board intends to provide, and the approximate date on which the board wishes to dissolve the committee. Furthermore, the committee shall be instructed as to the relationship it has to the board, to the individual board members, to the secretary of the board, to the chief school administrator, and to the rest of the professional staff.

AD HOC ADVISORY COMMITTEES (continued)

When the law regulates the formation and activities of an advisory committee, the administration shall cooperate fully in its activities.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Ad Hoc Advisory Committees, Citizens' Committees, Committees

Policy

SCHOOL-CONNECTED ORGANIZATIONS

The board will encourage the work of a general, voluntary, school-connected organization of parents/guardians, school staff and friends of the school in each school. Such organizations may not establish educational policy, participate in the administration of the school, or authorize management and direction of school affairs.

Such organizations shall have as their objectives the promotion of pupil welfare; the development of close relationships between the home and the school; and the development between educators and the public of such united efforts as will secure for every pupil in the schools the best kind of educational program possible.

Organizations shall not use the district's name in their titles without the board's express consent. Such permission to use the district's name does not constitute permission to act as the district's representative.

The board shall make it a practice not to interfere in the internal workings of such groups.

Permission to hold regular meetings of such organizations in school facilities will be extended by the board of education for a particular school year, in accordance with policy #1330.

The school principal or another professional staff member designated by the principal may serve as adviser to the general parent/teacher organization. All members of the professional staff shall be encouraged to join the organization and to participate in its activities.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

School-connected Organizations, Booster Clubs, Parent-Teacher Organizations, PTA, PTO

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1230

Policy

VISITORS

The board welcomes visits to school by parents/guardians, board members, other adult residents of the community and interested educators, when they fit into the classroom or school routine. In order for the educational program to continue undisturbed when visitors are present, and to prevent the intrusion of disruptive persons into the schools, the chief school administrator shall devise regulations addressing visitors' access to the schools.

All visitors shall be required to report to the principal's office upon entering the building.

A "visitor" is anyone other than a pupil enrolled in or a staff member employed in the particular school. Visitors may not consult with the teaching staff or pupils during class time without the principal's permission.

When the parental rights of a parent have been terminated by a court of appropriate jurisdiction, the legal guardian must inform the school so that the administration may apply appropriate regulations. The principal shall seek confirmation of legal custodianship where necessary.

No one may visit the school during school hours for the purpose of recommending or exhibiting books, maps, etc., to staff. No person shall be allowed to deliver any address or lecture on any subject unless authorized by the chief school administrator or designee.

All visitors to the schools must obey regulations prohibiting smoking and any other regulations designed to ensure orderly operation of the school. All persons violating this policy shall be considered "disorderly persons" and subject to appropriate action.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Visits to the Schools, Visitors

Policy

COMMUNITY COMPLAINTS AND INQUIRIES

The board of education welcomes inquiries about and constructive criticism of the district's programs, equipment, operations and personnel.

The chief school administrator shall develop procedures to investigate and solve problems promptly, and to provide accurate factual information in answer to inquiries. Such procedures shall conform to state law and applicable negotiated agreements.

Parents/guardians and pupils will be informed of the proper avenues to follow in the individual school.

When a board member is confronted with an issue, he/she will withhold comment, commitment and/or opinion and refer the complaint or inquiry to the chief school administrator.

Only in those cases where satisfactory adjustment cannot be made by the chief school administrator and the staff shall communications and complaints be referred to the board of education for resolution.

All signed complaints shall be acknowledged promptly.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Community Complaints and Inquiries, Complaints, Inquiries

Policy

CONTESTS FOR PUPILS

The chief school administrator shall approve participation in extracurricular contests sponsored by organizations outside the schools, as long as participation does not interfere with the instructional program. When such contests involve promotional aid, school time, or faculty assistance to pupils in essay writing, poster making, or other activities, the chief school administrator shall determine whether the experiences are closely enough allied to and in support of the instructional work of the school and will clearly serve to advance the educational aims of the district. The worthiness of the sponsoring agency's cause or the opportunity for individuals to win prizes shall not in themselves constitute sufficient reason for approving a contest.

Contests and awards whether local, state, or national shall be:

- A. For the benefit of the pupil;
- B. Open to all pupils on a non-discriminatory basis;
- C. Consistent with district objectives;
- D. Judged by disinterested parties;
- E. Properly supervised with safety precautions in place;
- F. Voluntary for pupils and teachers.

Contests and awards shall not place undue time or financial burdens on pupils, teachers and parents. They shall not promote commercial products or partisan viewpoints. Participation shall not be dependent on the financial status of the pupil.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Contests for Pupils, Awards

USE OF SCHOOL FACILITIES

The district facilities belong to the community, which paid for them for the primary purpose of offering a full educational program for its children. Prudent use and management of school facilities outside of the regular operating schedules--providing that such use does not interfere with the orderly conduct of a thorough and efficient system of education--allows the community to benefit more broadly from the use of its own property.

The board will permit the use of school facilities when such permission has been requested in writing and has been approved by the chief school administrator for:

- A. Uses and groups directly related to the school and the operations of the school;
- B. Uses and organizations indirectly related to the school;
- C. Departments or agencies of the municipal government;
- D. Other governmental agencies;
- E. Community organizations formed for charitable, civic or educational purposes.

The use of school facilities shall not be granted for the advantage of any commercial or profit-making organization, private social functions, or any purpose which is prohibited by law.

In the event the chief school administrator deems it advisable, any application may be submitted to the board of education for action.

The chief school administrator or board of education may refuse to grant the use of a school building whenever in their judgment there is good reason why permission should be refused.

Smoking is prohibited at all times in any district building or on school grounds. No one may bring alcoholic beverages onto any school property. All facility use shall comply with state and local fire, health, safety and police regulations.

The buildings shall not be available for community use during holidays, vacation periods, or during the time school is not in session over the summer when the programs interfere with cleaning and maintenance schedules.

USE OF SCHOOL FACILITIES (continued)

Use of school equipment in conjunction with the use of school facilities must be specifically requested in writing and may be granted by the procedure by which permission to use facilities is granted. The user of school equipment must accept liability for any damage to or loss of such equipment that occurs while it is in use. Where rules so specify, no item of equipment may be used except by a qualified operator.

Use of district equipment on the premises by nonschool personnel is limited to the equipment that is an integral part of the facility being used, i.e., the stage lights and piano in the auditorium, the basketball baskets in the gym. No district equipment shall be removed from the premises for use by nondistrict personnel.

The board shall require that all users of school facilities comply with policies of this board and the rules and regulations of this district. Each user shall present evidence of the purchase of organizational liability insurance to the limit prescribed by such rules.

Authorization for use of school facilities shall not be considered as endorsement of or approval of the activity, person, group or organization nor the purposes they represent.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Use of School Facilities, Use of School Equipment, District Facilities, Facilities Equipment

Policy

LOCAL UNITS

The board of education wishes to cooperate as fully as possible with other community agencies that serve district pupils. Cooperation will include pooling resources and exchanging information with other community agencies. The chief school administrator shall seek to develop positive working relationships with community agencies, including but not limited to, police authorities, fire departments, Division of Youth and Family Services, emergency room and/or squad, other school districts, and all other agencies providing services to district pupils.

In accordance with law, the district may accept or share the use of facilities or equipment with other local organizations. The terms of the acceptance or sharing shall be decided for each instance.

Police Authorities

It is the policy of the board to cooperate with law enforcement agencies in the interest of the larger welfare of all citizens and to be in compliance with current memorandum of agreement between education and law enforcement officials. At the same time, schools have a responsibility to parents/guardians for the welfare of their children while they are in school. To carry out these responsibilities, the administration is directed to follow the procedures developed to implement board policies, particularly those for policies numbered 5131.5, 5131.6, 5131.7, 5145.11 and 5145.12.

Fire Department

The chief school administrator shall seek input from local fire officials when course materials in fire safety are being reviewed and revised and when procedures for fire drills are formulated. The fire department should be kept up to date on changes in the school buildings and class arrangements so that, in the event of an emergency, they will be prepared. All fires shall be reported to the local fire department in compliance with law.

Division of Youth and Family Services (DYFS)

Procedures for district cooperation with the Division of Youth and Family Services are included with those implementing policy 5141.4 Child abuse and neglect.

Emergency Room/Squad

The chief school administrator shall establish procedures whereby the facilities of the local hospital emergency room and local ambulance/rescue squad may be called upon in implementing policies numbered 5131.6, 5141.1, 5141.6 and 6145.1/6145.2.

LOCAL UNITS (continued)

Cooperative Arrangements with Other School Districts

The board desires that strong lines of communication be maintained with other districts and institutions which provide programs, training, or services not available to children residing in this district, and with districts whose resident pupils are enrolled in programs in this district.

The district in which pupils are in attendance has responsibility and authority for those pupils. In order that those pupils receive maximum benefit from their program of studies, articulation between the cooperating institutions is essential.

Further, this school district shall cooperate with other school districts in the solution of common educational concerns. District staff under the direction of the chief school administrator shall participate in the coordination of such areas as research, exchange of information and data, coordination of curriculum, coordination of school calendar and activities, and any others where it may be advantageous to serve a broader area than this school district. In carrying out this policy, the chief school administrator shall include in his/her reports to the board an evaluation of the desirability and feasibility of cooperation with other school districts.

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Local Agencies, Local Units, Fire Department, Police Department, Emergency Room, Other School Districts

RELATIONS BETWEEN OTHER ENTITIES AND THE DISTRICT

The board believes that cooperation between the schools and other organizations concerned with youth, career development and mental health will enhance the opportunities of the district's pupils. Such cooperation will also enable the district to serve its pupils better through appropriate referrals as in substance abuse programs, special needs, etc. The chief school administrator is encouraged to explore areas of mutual concern with the administrative officers of such organizations and to recommend desirable courses of action.

The board directs the chief school administrator to seek and maintain working relationships with local colleges and universities in such areas as student teaching, inservice staff development and advanced placement.

It is of particular importance to establish and maintain close working relations with trades, businesses and industries which provide members for advisory committees and are possible sources of career placements for our pupils.

Core Curriculum Content Standards

The board shall encourage the active involvement of representatives from the community, business, industry, labor, and higher education in the development of educational programs aligned with the Core Curriculum Content Standards.

The board shall make reasonable efforts to develop articulation agreements with New Jersey colleges and universities to facilitate the delivery of college credit courses to qualified high school students, with the understanding that these credits shall be accepted at all public New Jersey higher education institutions.

Charter Schools

The board shall follow all procedures in code and statute when a charter school is proposed for the district or when district students would be eligible to attend a charter school in another district.

Donations to Private Organizations

The authority for a board of education to expend public funds is derived from the constitutional mandate to "provide for the maintenance and support of a thorough and efficient system of free public schools." The donation of moneys to any private organization, regardless of the merits of that organization's purposes, is not within the authority of the board and is, therefore, prohibited.

RELATIONS BETWEEN OTHER ENTITIES AND THE DISTRICT (continued)

Legal References: Use legal reference sheet.

Cross References: See legal reference sheet.

Key Words

Other Entities and the District, Relations Between Other Entities and the District, Donations to Private Organizations