

Policy

COMMUNICATING WITH THE PUBLIC

The Board of Education 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.

Annually, the school district shall disseminate a report card of each school, which shall contain statistical information specified by the Department of Education, to all staff and parents. The school district shall also make the report card available to the media.

The homepage of each school and the district website will include the grade received from the Commissioner of Education on the effort of each school and the district to implement policies and programs consistent with the laws on harassment, intimidation or bullying. The chief school administrator or designee shall oversee the postings. The grade shall be posted within 10 days of its receipt. In addition, the district shall provide a link to the twice-yearly report prepared by the chief school administrator detailing the number and nature of violence vandalism, and harassment, intimidation or bullying reports in the schools.

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: June 5, 2011
NJSBA Review/Update: September 2009
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Key Words

Communicating with the Public, Public Information Program, Press Releases

COMMUNICATING WITH THE PUBLIC (continued)

<u>Legal References:</u>	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. 18A:17-46	Act of Violence; report by the school employee; notice of action taken; annual report
	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:23A-5.2	Public relations and professional services
	N.J.A.C. 6A:23A-8.1 et seq.	Budget submission, support documentation, website publication
	N.J.A.C. 6A:23A-9.5	Commissioner to ensure achievement of CCCS
	N.J.A.C. 6A:30-3.1	Comprehensive review of public school districts

[Every Student Succeeds Act of 2015](#), Pub.L. 114-95, 20 [U.S.C.A. 6301 et seq.](#)

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](#).