

COMMUNICATING WITH THE PUBLIC

The board of trustees supports the implementation of a public relations program to foster the continuing and constructive cooperation of this charter with the community served by the school. The board of trustees believes that all reasonable means should be employed to keep the community served by this school informed on matters of importance regarding school policies, finances, programs, personnel, and operations.

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

The public information program of the board and the school shall be directed by the lead person, who shall arrange to keep the public informed regarding the policies, administrative operations, objectives, and successes or failures of the school and shall provide interpretation and explanation of the school's plans and programs.

The school's budget; its audit; its annual goals and its progress toward achievement of them; its special education plans; its bilingual/ESL program; student 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 shall disseminate a report card of the school, which shall contain statistical information specified by the Department of Education, to all staff and parents. The school shall also make the report card available to the media.

Avoiding Excessive Expenditures when Communicating with the Public

School 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. Excessive public relations activities that are not part of the instructional program are prohibited.

Adopted: February 7, 2013

Key Words

Communicating With the Public, Public Information Program, Press Releases

<b>Legal References:</b>	<u>N.J.S.A.</u> 10:4-6 <u>et seq.</u>	Open Public Meetings Act
	<u>N.J.S.A.</u> 18A:7E-2	
	through -5	School report card program
	<u>N.J.S.A.</u> 47:1A-1 <u>et seq.</u>	Examination and copies of public records ("Open Public Records Act")
	<u>N.J.A.C.</u> 6A:8-3.1(a)3	Curriculum and instruction
	<u>N.J.A.C.</u> 6A:30-3.1	Comprehensive review of public school districts

COMMUNICATING WITH THE PUBLIC (continued)

<u>N.J.A.C. 6A:23A-5.2</u>	Public relations and professional services
<u>N.J.A.C. 6A:23A-8.1 et seq.</u>	Budget submission, support documentation, website Publication
<u>N.J.A.C. 6A:23A-9.5</u>	Commissioner to ensure achievement of the CCCS
<u>N.J.A.C. 6A:32-12.1</u>	Reporting Requirements
<u>N.J.A.C. 6A:32-12.2</u>	School-level planning

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

**Possible**

<b><u>Cross References:</u></b>	*1000/1010	Concepts and roles in community relations; goals and objectives
	*1120	Board of trustees meetings
	*2240	Research, evaluation and planning
	*3570	School 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.