

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 shall minimize the cost of public relations as defined in N.J.A.C. 23A-9.3(c)14 by establishing in the budget a maximum annual amount for such activities which shall be produced in the most-cost efficient manner. The board shall be notified if it becomes necessary to exceed the maximum appropriated for public relations and, upon notification may adopt an increase in the amount through formal board action.

The Board shall limit the amount of time spent by district employees on public relations activities. No district employee may spend more than 50 percent of his/her time on such activities. Volunteer assistance in community relations is acceptable.

The district's budget; its audit; its annual goals and its progress toward achievement of them; its special education plans; its basic skills improvement plan; its bilingual/ESL program; pupil progress toward achievement of the Core Curriculum Content Standards; and any other information shall be communicated to the public as required by law.

The Demarest Board of Education desires to keep two-way channels of communication open at all times between the school system and the people of the school district, and will do its best to keep people informed of the affairs of the system. 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.

<u>Legal References:</u>	<u>N.J.S.A.</u> 10:4-6 et seq.	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 et seq.	Examination and copies of public records ("Open Public Records Act")
	<u>N.J.A.C.</u> 6A:8.3	Curriculum and instruction
	<u>N.J.A.C.</u> 6A:23-5.2	Public relations and professional services

MEDIA (continued)**Legal References: (continued)**

<u>N.J.A.C.</u> 6A:23-8.1 et seq.	Budget Development, Review and Approval
<u>N.J.A.C.</u> 6A:23-8.3	Commissioner to assure achievement of CCCS
<u>N.J.A.C.</u> 6A:30-1.4(a)1	Evaluation process for the annual review
<u>N.J.A.C.</u> 6A:32-12.1	Reporting requirements
<u>N.J.A.C.</u> 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.

<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
	*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.

Key Words

Communicating With The Public, Public Information Program, Press Releases

Approved: January 18, 1983
 Revised: December 17, 2002, November 18, 2008,