

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 and retains 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.

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| <u>Legal References:</u> | <u>N.J.S.A. 10:4-6 et seq.</u> | Open Public Meetings Act |
| | <u>N.J.S.A. 47:1A-1 et seq.</u> | Right to Know Law |
| | <u>N.J.A.C. 6:8-1.1</u> | Words and terms defined |
| | <u>N.J.A.C. 6:8-2.1</u> | Reporting requirements |
| | <u>N.J.A.C. 6:8-2.2</u> | School-level planning |
| | <u>N.J.A.C. 6A:30-1.4(a)1</u> | Evaluation process for the annual review |

Manual for the Evaluation of Local School Districts (August 2000)

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| <u>Cross References:</u> | *1100 | Communicating with the public |
| | *1120 | Board of education meetings |
| | *1200 | Participation by the public |
| | *1220 | <u>Ad hoc</u> advisory committees |
| | *2224 | Nondiscrimination/affirmative action |
| | 2232 | Internal administrative communications |
| | *2240 | Research, evaluation and planning |
| | *2255 | Action planning for T&E certification |

CONCEPTS AND ROLES IN COMMUNITY RELATIONS (continued)
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Key Words

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

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Revised: