

## **Regulation**

---

### COMMUNICATING WITH THE PUBLIC

The board of education will schedule special "T&E" status report meetings, periodically, but not less than twice a year, to update the community on the status of the educational program.

As one means of accomplishing this objective, the board of education shall host two community orientation sessions each school year.

These orientation sessions shall provide the community with information regarding the state regulations and local school procedures for implementing the district's goals, objectives and standards.

The board of education encourages community participation in planning for the excellence of their schools. Under the direction of the chief school administrator, selected members of the staff who are interested in promoting education by means of study and discussion groups and other programs that require administrative or technical expertise or guidance in their implementation shall participate in the identification of:

- A. Community resources;
- B. Services and needs that will assist parents/guardians;
- C. Pupils; and
- D. Other district residents;

In utilizing the advice and assistance of interested individuals and groups, the board in no way abdicates its responsibility to the citizens of the district as the official body charged with the responsibility for making the final decision on all matters pertaining to the educational program within the district.

The school system's communication program shall be an integral part of the district's total educational program and shall evolve from the activities conducted within the total program. The program shall:

- A. Be honest, continuous, and as comprehensive as possible;
- B. Involve the board of education, school personnel, students and the community.

### Public Relations

The program of public relations shall be the direct responsibility of the chief school administrator and his/her staff, under whose direction the program shall function with the guidance of the policies of the board of education.

### Responsibilities of School Personnel

- A. Public relations of the district begin in the classroom.
- B. The behavior of the staff must continually support this point.
- C. Contact between the staff of the district and the public should be executed with patience, tact, understanding, and lack of bias.

COMMUNICATING WITH THE PUBLIC (regulation continued)

D. At all times, contact with the public should foster the best interests of the district as a whole.

Teachers

Owing to the unique position of teachers in the community, a teacher should interpret the district's program to the public whenever the occasion arises.

Non-Certificated Personnel

Employees of this district are encouraged to interpret the program and activities of the district to the public whenever proper occasions for such interpretation arise.

Commercial Endorsement

No employee of this district may lend his or her support as an employee of this district to commercial or other organizations seeking to promote or generate interest in a product or service.

Endorsement of a product or service by an employee is not permitted when the connection between the district and the employee is made part of such endorsement.

Avoiding Excessive Expenditures when Communicating with the Public

District publications will be produced and distributed in a cost-efficient manner. The following guidelines shall be observed:

- A. The lowest cost materials or production techniques appropriate to the publication shall be utilized. All requests for upgraded materials shall be submitted in writing and approved by the business administrator. 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. All public relation activities shall relate directly to the instructional program and be approved by the chief school administrator.

Adopted:	June 14, 2004
NJSBA Review/Update:	September 2008 (Accountability Regulations)
Readopted:	November 24, 2008