

Policy

COMMUNICATING WITH THE PUBLIC

The West Long Branch 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; student progress toward achievement of the Core Curriculum Content Standards; promotion statistics including Common Core State Standards in mathematics and language arts and literacy; graduation 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.

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, annually.

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; and
- C. Excessive public relations activities that are not part of the instructional program are prohibited.

Adopted: July 18, 1989
Revised: November 25, 2003
Amended: February 24, 2009

COMMUNICATING WITH THE PUBLIC (continued)

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 Readopted:

Key Words

Communicating With the Public, Public Information Program, Press Releases

Legal References:	<u>N.J.S.A.</u> 10:4-6 <u>et seq.</u>	<u>Open Public Meetings Act</u>
	<u>N.J.S.A.</u> 18A: 17-46	Act of Violence; report by the school employee; notice of action taken; annual report
	<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 (<u>Open Public Records Act</u>)
	<u>N.J.A.C.</u> 6A:8-3.1(a)3	Curriculum and instruction
	<u>N.J.A.C.</u> 6A:23A-5.2	Public relations and professional services
	<u>N.J.A.C.</u> 6A:23A-8.1 <u>et seq.</u>	Budget Submission, support documentation, website publication
	<u>N.J.A.C.</u> 6A:23A-9.5	Commissioner to ensure achievement of the CCCS
	<u>N.J.A.C.</u> 6A:30-3.1	Comprehensive review of public school districts
	<u>No Child Left Behind Act of 2001, Pub. L. 107-110, 20 U.S.C.A. 6301 et seq.</u>	

Possible

Cross References:	*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.