

COMMUNICATING WITH THE PUBLIC

The Newark Educators Community Charter School 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 principal/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, 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.

The homepage of the school's website will include the grade received from the Commissioner of Education on the effort of the school to implement policies and programs consistent with the laws on harassment, intimidation or bullying. The principal/lead person or designee shall oversee the postings. The grade shall be posted within 10 days of its receipt. In addition, the school shall provide a link to the twice-yearly report prepared by the person detailing the number and nature of violence vandalism, and harassment, intimidation or bullying reports in the school.

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.

NJSBA Review/Update: July 2014  
Adopted:

Key Words

COMMUNICATING WITH THE PUBLIC (continued)

## Communicating With the Public, Public Information Program, Press Releases

<b><u>Legal References:</u></b>	<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:30-3.1	Comprehensive review of public school districts
	<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:23A-22.6	Public relations and professional services
	<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
	<u>No Child Left Behind Act of 2001, Pub. L. 107-110, 20 U.S.C.A. 6301 et seq.</u>	

**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.