

**CRANFORD PUBLIC SCHOOLS  
CRANFORD, NEW JERSEY**

**POLICY: CONCEPTS AND ROLES IN COMMUNITY RELATIONS: GOALS AND OBJECTIVES**

The Board of Education believes that school district public relations encompasses all aspects of the schools' relationship with the total community. The community shall be kept informed of the status of the schools through advertised public meetings, press releases, publications, and other appropriate means.

The Board believes its school-community relations program should:

1. Promote public interest and participation in the planning of excellence and efficiency of the school system;
2. Provide a continuous, comprehensive flow of information about the policies, procedures, programs, and progress of the school system to the community and the staff;
3. Develop the most effective means of communications with the school system's public and use available media as appropriate;
4. Develop programs in the schools that will integrate home, school, and community in meeting the needs of district pupils;
5. Develop and maintain the confidence of the community in the school board and the school staff;
6. Develop a climate that attracts good teachers and administrators and encourages staff to strive for excellence in the educational program;
7. Anticipate and attempt to avoid problems that are brought about by lack of understanding;
8. Evaluate past procedures in order to make improvements in future communications.

The Superintendent of Schools, working in consort with the Board of Education, shall be responsible for developing programs, techniques and channels for implementing this policy.

**Legal References:** N.J.S.A. 10:4-6 et seq.  
N.J.S.A. 47:1A-1 et seq.  
N.J.A.C. 6A:30-1.4(a)1  
N.J.A.C. 6A:32-2.1  
N.J.A.C. 6A:32-12.1  
N.J.A.C. 6A:32-12.2

**Manual for the Evaluation of Local School Districts**

**Possible Cross References:**

\*1100  
\*1120  
\*1200  
\*1220  
\*2224  
2232  
\*2240  
\*2255  
\*3510  
\*3542  
\*3570  
\*4131/4131.1  
\*5020  
\*5131.6  
\*6010  
\*6142.1  
\*6142.2  
\*6142.6  
\*6142.13  
\*6171.1  
\*6171.3  
\*6171.4  
\*6300  
\*7110  
\*9322  
\*9323/9324  
\*9326

Open Public Meetings Act  
Examination and copies of public records ("Open Public Records Act")  
Evaluation process for the annual review  
Definitions  
Reporting requirements  
School-level planning

Communicating with the public  
Board of education meetings  
Participation by the public  
Ad hoc advisory committees  
Nondiscrimination/affirmative action  
Internal administrative communications  
Research, evaluation and planning  
Action planning for T&E certification  
Operation and maintenance of plant  
Food service  
District records and reports  
Staff development; inservice education/visitations/conferences  
Role of parents/guardians  
Drugs, alcohol, tobacco (substance abuse)  
Goals and objectives  
Family life education  
English as a second language; bilingual/bicultural  
Basic skills  
HIV prevention education  
Remedial instruction  
At-risk and Title 1  
Special education  
Evaluation of the instructional program  
Long-range facilities planning  
Public and executive sessions  
Agenda preparation/advance delivery of meeting material  
Minutes

Adopted: September 18, 1989  
Revised: February, 26, 1996  
Revised: August 27, 2007