

POLICY

Board of Education Bernards Township

File Code: M 9100
PUBLIC RELATIONS

The Bernards Township Board of Education directs the implementation of a public relations program to foster the continuing and constructive cooperation of this School District with parents, community organizations and institutions, representatives of business, academia, and industry, and other members of the community served by the School District.

The Superintendent shall consult with representatives of the community in the development of educational goals for the District, objectives and standards for the educational program, and the family life education curriculum. The Board encourages the involvement of community members in the governance of the District.

The Board respects the contributions to community life made by business, industry, labor, charitable organizations, cultural institutions, volunteer associations, and other community groups that enrich the educational potential of the community. The Superintendent shall be alert to opportunities for an educational program expanded and enriched by utilization, both within and outside the schools, of a diversity of community resources.

The Board directs all District employees to acquaint residents with the work of the schools; to give thoughtful and courteous consideration to all inquiries and suggestions and carefully investigate all complaints; to make parents feel welcome in the school and in the classroom; to cooperate with parent organizations and other groups of residents seeking information or offering assistance to the schools; to treat all pupils with firmness, sensitivity, intelligence, and fairness so as to command their respect and enlist the cooperation of their parents; and to work with others in a manner conducive to high morale and meriting the respect of the community.

The Board values the evaluation of the district's performance by parents, students, and faculty, and will periodically conduct climate surveys to ascertain the strengths and weaknesses of the district, including the instructional program, support for student learning, school environment and community relations. The Board may consider several factors when determining the frequency of surveying. At the minimum, surveys will be conducted after changes in school configuration and/or districting, large enrollment increases/decreases within a 4-year period, or other major modifications to the curricular program.

The chief school administrator is responsible for all news releases relative to the schools and may delegate authority to the principals to release routine and non-controversial material.

Any building employee who prepares a news release or article will present it to his or her principal who will determine its appropriateness, whether it is considered to be routine and forwarded directly to the news agency, or whether it should first go to the Superintendent for approval.

All matters representing the official position of our District, prepared for publication by any of its employees, shall be approved by the chief school administrator prior to release to the public.

LEGAL: N.J.A.C. 6:8-4.3(a)2iv; 6:8-4.3(a)7i(2), ii(2), iii(2)

ADOPTED: March 29, 2004