SCHOOL-COMMUNITY RELATIONS
GOALS AND OBJECTIVES

The ultimate goal of school public relations is to improve the quality of education for all children in a democratic society. In order to achieve this goal, and to evaluate progress toward it, the board sets the following objectives:

• To develop public understanding of all aspects of school operation; to ascertain public attitudes toward issues in education; and to discover the public’s aspirations for the education of their children.

• To secure adequate financial support for a sound educational program.

• To help citizens feel a more direct responsibility for the quality of education provided by their schools.

• To earn the good will, respect, and confidence of the public with regard to the school’s staff and services.

• To foster public understand of the need for constructive change, and solicit public advice on how to achieve educational goals.

• To involve citizens in the work of the school and the solving of educational problems.

• To promote a genuine spirit of cooperation between the school and the community and to set up channels for sharing the leadership in improving community life.

Through its school-community relations programs, the Board will aim toward leading community to:

• Show a high interest in the school and participate in their activities. If the school is to attain it’s goals, the community must contribute time, effort, and talent to engage in cooperative planning for school operations and program improvements, to review goals of education in its school, to observe educational processes, and to gather evaluative data so that it can make informed judgements.

• Place a high priority on education and make available the funds needed for superior school. If the school is to attain their goal the community must provide enough financial support to make it possible for the school system to offer its students those educational services that will make up the deficits of the economically poor and the
otherwise educationally handicapped; the community must provide the funds needed for experimentation and discovery, for creative development of promising practices, and for successful program implementation to achieve full education for everyone.

- **Make education available** in the community that supports what is done in the school. If school are to attain their goals, the community must engage in extensive school-industry training and retraining after school is over, and involve all its interactive agencies in offering educational opportunities that will continue throughout life.
SCHOOL-COMMUNITY RELATIONS
RESPONSIBILITIES OF THE SCHOOL BOARD

A school board is the instrument by means of which the citizens of a school district provide and maintain a system of public education. The primary responsibility of the School Board is the transformation of the educational ideals, values, and goals of the community into an active educational program. Effective two-way communication between a board and its public is essential if the public is to maintain an interest in school problems and if a degree of confidence is to be maintained in the school program and its administration.

The St. John School Board shares with the Superintendent, a responsibility for establishing and maintaining effective relations with the public. An important role of the Superintendent and staff in this joint enterprise is in the compilation and presentation of accurate information about the problems, plans, and conduct of the school, and in disseminating appropriate reports through various communications media. Members of the Board must assume responsibility for making personal contact with various organized public and professional groups.

The St. John School Board looks upon the entire educational enterprise within the community as a cooperative one involving men and women of varying backgrounds and of differing views working at the highly complex task of operating an educational system. It is expected that these men and women shall maintain an open-minded, self-critical, enthusiastic commitment to continual improvement and that this commitment will result in an enthusiasm for effective education that will operate for the betterment of the entire school system and thus the community.

An invitation is extended to citizens, groups, representatives of the press, radio and television, and individual citizens to attend the meetings of the Board. At every formal meeting of the board, time is set aside for reading of communications from the public and for the personal presentation of individual or group comments, points of view, or petitions.

Citizens, either individually or in groups, should feel free to discuss non-personal related school affairs frankly and openly with individual members of the School Board. In the course of such discussions, the board members should make it clear that he or she speaks only as an individual, and not for the other members of the Board or for the school administration. The board members may assume the responsibility for calling the attention of the entire Board to a specific action or condition, but the member is obligated to explain that this is the limit of an individual member’s authority.
Complaints that fall within the realm of definite established policies should be referred to the Superintendent. Complaints that raise questions as to the desirability or wisdom of the given policy are appropriate matters for Board consideration. If a complaint merits consideration on policy grounds, the complainant should be invited to address a communication to the School Board.
COMMUNITY RESOURCES

The Board believes that one of the goals of the district shall be to equip each student to service as a citizen of the community, and recognizes that one of the greatest resources of the school is to be found in the people of the community who have special knowledge and particular talents to contribute to the school program. The Board, therefore, encourages the use of community resources and citizens to assist in furthering the educational program.

Each principal should study the needs of his/her individual school, survey the resources available in the school community, weigh their probable usefulness, and then present to the Superintendent for approval any plans the principal may develop for using those community resources.

An evaluation should be formally filed in the principal’s office following each program. A letter of appreciation should always be sent to any member of the community who contributes to the program of the school.

The Superintendent should consider all such plans, both on their merit and their implications as if they were to be carried out throughout the District.

The Superintendent may establish a community instructional resource directory to facilitate the involvement of citizens and institutions of the community in the education of children.
MOTORIZED VEHICLES AND HORSES
ON SCHOOL PROPERTY

All motorized vehicles such as cars, trucks, and the like, when on school property, shall use only such streets or parking areas as have been provided for such purposes.

Motorcycles, motor bikes, motor scooters, and similar vehicles when used as actual necessary transportation to school or to school events shall use only such streets and parking areas as shall have been provided for vehicular use. Any use other than actual necessary transportation is prohibited on all school property. Should the use of such vehicles on school property create a safety hazard or disturbance by misuse or excessive noise, the school administration may limit or prohibit any or all such use on school property.

The use of snowmobiles on school property is prohibited during school hours by students.

It is understood that all vehicles used on school property shall observe all requirements relative to safety and noise control as may have been set by law or by school regulations.

Horses will no be permitted on play fields.

This policy is based upon consideration for safety, noise control, and possible school district liability.

Cross Ref: Automobile Use Policy
Traffic and Parking Controls Policy

Legal Ref: State v D.T.W., 425 So.2d,383 (Fla.app.1983)
Horton v Goose Creek, 690 f. 2d 470
PUBLIC CONDUCT ON SCHOOL PROPERTY

Alcoholic beverages will no be permitted in school facilities or on school property at any time and smoking will be allowed only in specified areas. No person shall be permitted to remain at school functions or other functions held on school property if believed by school authorities to be under the influence of alcohol or other drugs. School authorities in this instance include any school employee who has supervisory duties over the function or facilities. If the person refuses to leave when asked, the employee may seek assistance from other personnel (school or user group) or from law enforcement.

No person shall willfully violate rules and regulations adopted by the Board designed to maintain public order on school property.

School property shall not be used for any illegal purpose.

No person shall enter upon any portion of school premises at any time for purposes other than those that are lawful and/or authorized by the Board. Neither shall any person impede, delay, or otherwise interfere with the orderly conduct of the educational program of the school district or any other activity taking place on school property which has been authorized by the School Board, Superintendent, building principal, or other authorized school district administrator.

Cross Ref: Policies DADE/FHCFA/KAHC

Legal Ref: PL 103-227 Goals 2000; Educate America Act
NDCC
DISTRIBUTION/POISING OF PROMOTIONAL LITERATURE

Distribution of non-curricular materials will be allowed in the school subject to the requirements that follow unless the material is “unacceptable” as described herewith:

- The following materials are unacceptable: so-called “hate” literature that attacks ethnic, religious or any racial group; material that promotes hostility, disorder, or violence; that proselytizes a particular religious or political belief; that is libelous, invades the rights of others, or inhibits the functioning of the school or advocates interference with the rights of any individual or with the normal operation of the school; that favors or opposes any political candidate; that is obscene or pornographic as defined by prevailing community standards.

Groups or individuals wishing to distribute materials must submit the material to the Superintendent for approval a minimum of two business days before the proposed distribution. The Superintendent will approve or disapprove the distribution on the basis of the material’s acceptability proved that the group agrees to:

- Distribute the materials at places within the school or on school grounds as designated by the school principal except that in no event will the materials be distributed in any classroom being occupied by a regularly scheduled class.

- Distribute the materials one-half hour before school and/or during regularly scheduled lunch period and/or 15 minutes after the close of school.

- Remove from school premises or grounds all undistributed or discarded items.

- Not use students as the agents for distribution of the materials without the written consent of each student’s parent or guardian.

- Not in any way compel or coerce a student to accept any materials; on the other hand, no school official or student will interfere with the distribution of approved materials.

In the event the Superintendent rejects a request for the distribution of materials, the decision may be appealed to the Board:

[Students and faculty of the schools are to be protected from intrusions on their time by announcements, posters, bulletins, and communications of any kind from individuals and organizations not directly connected with the school.]
The Superintendent and the principals are urged to interpret this policy strictly. Exceptions may be made when, in their judgment, the best interests of the students will be served. In case of differences of opinion, the decision of the Superintendent will be final.

The school will cooperate with agencies in the distribution of materials within the school if the material is of substantial benefit to the students and their parents and is appropriate to the mission of the school. The materials distributed in classes, subject to the approval of the school principal. A sample of each piece of material distributed in the school shall be sent to the Superintendent for his information.

This policy governs non-curricular materials, not supplementary instructional materials, which are covered by other policies. However, employees and students of the district are covered by this policy as well as the general public. Violation of this policy, if on the part of students or staff, will result in disciplinary action; if on the part of any other person or persons, the Board will proceed to obtain injunctive relief and damages through the courts where applicable.

This Superintendent will present a copy of this policy to any person or persons wishing to distribute non-curricular materials.

Cross Ref: Policy FDCB  Distribution of Class Lists
ADVERTISING IN SCHOOL PUBLICATIONS

School publications may accept and publish paid advertising under established procedures.

The Superintendent shall establish procedures that include the appropriateness of product advertised and administrative review of pictorial and copy content.

Cross Ref: Policy FIC Student Publications
ADVERTISING IN THE SCHOOL

The facilities, staff, or children of the school shall not be employed in any manner for advertising or otherwise promoting the interest of any commercial, political, or other non-school agency, individual, or organization, except that:

- The school may allow groups to perform in commercial settings if the purpose is to promote the school (as in observance of National Education Week) or if the experience will benefit the students educationally.

- The Superintendent may announce or authorize to be announced, any lecture, community activity, or film of particular educational merit.

- The school may, upon approval by the Board, cooperate with any agency in promoting activities in the general public interest, and which promote the education of the pupil.

- News media may broadcast athletic contest after securing permission from the principal of the school.

- Direct sales by vendors to students in school are prohibited (with the exception of fruit, food, and confection dispensers). School offices may, however provide lists of vendors carrying certain items (e.g., physical education suits).

- All announcements made to students concerning plays, athletic contests, programs, etc., should emanate from the principal’s office.

*[No advertising of commercial products or services shall be permitted in school buildings or on school grounds or properties.*]

Solicitation of sales or use of the name of the school system to promote any product shall no be permitted. *[However, the school may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the school.]*

This policy does not prevent advertising in student publications that are published by student organizations, subject to the administration’s control, nor the use of commercially sponsored free teaching aids if the content is approved by the administration, nor the acknowledgment of assistance or contribution in co-curricular programs.

Cross Ref: Policy FGAA/GDA Academic Co-Curricular Performances
PUBLIC INFORMATION PROGRAM

To insure that the people of the community are intelligently informed of the needs, purposes, value, and status of the educational program, the Board directs the administration to work toward achieving these goals:

- To establish and support appropriate and effective communication between the administration and other district employees.
- To inform the general public about school policies, programs, objectives, and plans for the future.
- To establish and support a productive and effective school/community organization.
- To serve and support other district programs.

The administration will:

- Provide the appropriate liaison service between the school district and the mass media.
- Support, plan, and execute appropriate direct school/public communications.
- Assess the public’s knowledge and attitudes, and utilize this information in planning the public information program.
- Provide an organizational framework within which parents, teachers, and students will be encouraged to work cooperatively in planning, implementing, and evaluating the programs of their school.
- Provide the production services required to support and improve instructional program, business, administrative, and personnel services.
- Assist with the publicity for all district programs as requested.

All representatives of the media shall be given equal access to all public information about the school. General releases of interest to the entire District shall be made available to all the media simultaneously. There shall not be exclusion releases except as media representatives request information on particular programs, plans, or problems.

Normally, the Superintendent will be the District liaison with the public news media. All contacts and releases concerning district policies and regulation, matters of district wide interest or potentially controversial topics will be handled or cleared by the Superintendent.
All staff members will be alert to possible news and feature items, photos, broadcast, and telecast material. Teachers and other staff members shall submit news or news releases regarding the classroom and other school activities to the Superintendent. This procedure shall be followed in order to avoid duplication of material, maintain a consistent policy with regard to school publicity, and to compile a file of releases and pictures as a protection to the School District.

In releasing information, news media deadlines will be observed. Releases announcing an event or activity to which the public is invited will be submitted a sufficient time ahead of the deadline to allow preparation for publication, broadcasting, or telecasting.

Newscasts, spot announcements, sports and other school activities coverage, and programs dealing with the school must be presented in the public interest. No identification of the school with the promotion of any commercial or political enterprise will be permitted.

Suggestions and advice from representatives of media as to how best to facilitate the flow of information to them by the Board and personnel of the school system will be welcome.
NEWS MEDIA SERVICES AT BOARD MEETINGS

The Board believes that one of the paramount responsibilities of a School Board is to keep the public informed of its problems, deliberations, policies, and actions. Therefore, the Board urges representatives of all new media to attend all meetings of the Board (with the exception of executive sessions). Meeting announcements, agendas, summaries of the minutes for each meeting, and other related supporting documents will be available to news media within the School District.

In order that the Board may transact its business with dispatch, questions from the press will not be entertained while meetings are in progress. However, a representative of the board will be available after each meeting to answer reporters’ questions and to clarify points of discussion and action.

Members of the Board, the Superintendent, administrators and staff are encouraged to be available for interview by news media. When individual board members receive requests from news media representatives for information about Board meetings, members shall refer the information-seekers to the Board president who shall be the spokesperson for the board except as the President specifically delegates this responsibility to others.

Board committees are encouraged to make reports of committee meetings available to the media as quickly as possible following the meetings.

In its dealing with news media, the school system will be frank and open, recognizing the privilege of the press to publish newsworthy information.

In return, the news media is asked to exercise courtesy and respect when covering meetings of the Board.

Legal Ref: NDCC