

CONCEPTS AND ROLES IN COMMUNITY RELATIONS: GOALS AND OBJECTIVES

The Camden City Board of Education believes that community participation in the affairs of the schools is essential if the school district, its various publics and the community are to maintain mutual confidence and respect, and work together to improve the quality of education for all students. The Board of Education believes that school district community relations is not solely an information program, but encompasses all aspects of the schools' relationship with the total community.

The board of education believes its school-community relations and communications program should:

- A. Engage the public, promote public interest and encourage their participation in the operation of the school system;
- B. Gather information about public attitudes opinions and perceptions toward the school system and its programs and report them to the Superintendent and the Board;
- C. Provide an honest, continuous, comprehensive flow of information about the policies, procedures, programs, problems and progress of the school system to the community and the staff;
- D. Establish a standing communications committee to research, develop, implement and evaluate district community relations and communications efforts through use of a public relations plan;
- E. Develop the most effective means of communication with the school system's public and use available media as appropriate;
- F. Develop programs in the schools that will integrate home, school, and community in meeting the needs of district pupils;
- G. Develop and maintain the confidence of the community in the school Board and the school staff;
- H. Develop a climate that attracts good teachers and encourages staff to strive for excellence in the educational program;
- I. Anticipate and forestall problems that are brought about by lack of understanding;
- J. Evaluate past procedures in order to make improvements in future communications.

Therefore, the board of education directs that high priority be given at all levels of the school district to strengthening and creating new ways to involve and to communicate with the citizens of Camden City regarding functions, operation, problems and planning for the school district.

To respond fully to the needs and concerns of community groups and various publics, individual schools must work closely with their own school communities.

The superintendent shall be responsible for developing programs, techniques and channels for implementing this policy.

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**CONCEPTS AND ROLES IN COMMUNITY RELATIONS;  
GOALS AND OBJECTIVES** (continued)

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**Key Words**

Community Relations, Public Relations, School District Public Relations, Public Attitudes, School-Community Program, Community Participation, Community Involvement

**Legal References:** N.J.S.A. 10:4-6 et seq. Open Public Meetings Act  
N.J.S.A. 47:1A-1 et seq. Examination and copies of public records (Open Public Records Act)  
N.J.A.C. 6A:30-1.1 et seq. Evaluation of the Performance of School Districts  
N.J.A.C. 6A:30-3.1 Comprehensive review of public school districts

**Possible**

**Cross References:** \*1100 Communicating with the public  
\*1120 Board of education meetings  
\*1200 Participation by the public  
\*1220 Ad hoc advisory committees  
\*2224 Nondiscrimination/affirmative action  
2232 Internal administrative communications  
\*2240 Research, evaluation and planning  
\*2255 Action planning for NJQSAC  
\*3510 Operation and maintenance of plant  
\*3542 Food service  
\*3570 District records and reports  
\*4131/4131.1 Staff development; inservice education/visitations/conferences  
\*4231/4231.1 Staff development; inservice education/visitations/conferences  
\*5020 Role of parents/guardians  
\*5131.6 Drugs, alcohol, tobacco (substance abuse)  
\*6010 Goals and objectives  
\*6142.1 Family life education  
\*6142.2 English as a second language; bilingual/bicultural  
\*6142.6 Basic skills  
\*6142.13 HIV prevention education  
\*6171.1 Remedial instruction  
\*6171.3 At-risk and Title 1  
\*6171.4 Special education  
\*6300 Evaluation of the instructional program  
\*7110 Long-range facilities planning  
\*9322 Public and executive sessions  
\*9323/9324 Agenda preparation/advance delivery of meeting material  
\*9326 Minutes

\*Indicates policy is included in the Critical Policy Reference Manual.

COMMUNICATING WITH THE PUBLIC

The Camden City 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 superintendent, 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 New Jersey Student Learning 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 district shall disseminate a report card of each school, which shall contain statistical information specified by the Department of Education, to all staff and parents. The school district shall also make the report card available to the media.

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 superintendent 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 superintendent 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.

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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:7E-2 through -5	School report card program
	<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> 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

Every Student Succeeds Act of 2015, Pub.L. 114-95, 20 U.S.C.A. 6301 et seq.

**Possible**

<b><u>Cross References:</u></b>	*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.

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MEDIA

Every effort shall be made to assist all communications media in the community to gain complete and adequate coverage of the programs, problems, planning, and activities of the school system.

General releases of interest to the entire district shall be made available to all the media simultaneously. There shall be no exclusive releases, news conferences or interviews except as media representatives request information on particular programs, plans, or problems.

In general, the superintendent shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code.

The board encourages public presentation of the programs, policies and progress of the schools through press, radio and television. Building principals shall clear proposed presentations with the superintendent. The building principal shall ensure that the parents/guardians of students who participate in such presentations are informed.

The superintendent or designee shall devise procedures for optimum benefit from such presentations.

The board shall make a periodic review of its relations with the news media.

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Key Words

Media, School News Releases, Press Releases, News Conferences and Interviews, Radio, Television

**Legal References:** N.J.S.A. 10:4-6 et seq. Open Public Meetings Act  
N.J.S.A. 18A:10-6 Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum  
N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)  
N.J.S.A. 47:1A-1 et seq. Examination and copies of public records (Open Public Record Act)

**Possible**

**Cross References:** \*1100 Communicating with the public  
\*9020 Public statements

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

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SCHOOL DISTRICT CABLE TELEVISION CHANNEL

The Camden City Board of Education authorizes the operation of a cable television channel through the local cable television provider and a television studio that is funded, maintained, and operated by the board of education. All licenses and permits required for the television channel/studio are in the board of education's name and as such, the board shall establish and approve guidelines for programming that is broadcast using the television studio and/or broadcast on the cable television channel.

It is the goal of the board of education to provide school district developed or other educational programming that is determined to be of interest in the community. In addition, the school district will provide educational programming from various other sources that permit such broadcasting. All programs to be broadcast shall be approved by the program manager.

The channel will not broadcast a program that endorses a candidate for public office, a political party, a public question election issue, and/or a referendum issue.

The principal or his/her designee shall inform all parents/guardians of pupils in their school that their child(ren) may appear on the school district cable television station in a school district developed program. A parent/guardian may request their child not be included in any program by providing written notice to the principal or his/her designee.

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Key Words

Cable, Television

**Legal References:** N.J.S.A. 10:4-6 et seq. Open Public Meetings Act  
N.J.S.A. 18A:10-6 Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum  
N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)  
N.J.S.A. 47:1A-1 et seq. Examination and copies of public records (Open Public Record Act)

**Possible**

**Cross References:** \*1100 Communicating with the public  
\*1110 Media  
\*5145.5 Photograph of students  
\*9020 Public statements

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

DISTRICT PUBLICATIONS AND WEBSITE

The superintendent/designee shall direct development and review of informational newsletters and handbooks for parents/guardians, students, staff and the general community as deemed necessary by the board. The district annual report shall be printed for distribution. The board secretary shall make the district audit available to the public as required by law.

Centralized control of district publications, including the district website, shall be designed to ensure that their contents reflect district-wide policies and regulations accurately.

In accordance with law, the superintendent shall prepare procedures to ensure that the district website, or websites of any schools in the district, shall not publish any personally identifiable information about a student without prior written consent from the student's parents/guardians. Consent shall be obtained on the form indicated by the State Department of Education and shall contain a statement describing the potential dangers of posting personally identifiable information about students on the Internet.

District Website

For the purpose of keeping the community informed, the district publications manager shall coordinate and oversee the school district website. The website shall be maintained on the Internet. All items to be posted on the website shall be approved by the publications manager or designee, prior to posting. In the event the publications manager finds certain material that is submitted to be posted, should not be posted, the publications manager shall seek approval of the superintendent prior to posting such material. In the event the superintendent, upon review of the material from the publications manager, believes the material should not be posted on the website, the material shall not be posted.

The types of information that may be posted on the website include, but is not limited to:

- A. Advisory board meeting public agendas;
- B. Advisory board meeting approved minutes;
- C. Selected advisory board policies;
- D. Advisory board meeting dates;
- E. Required harassment, intimidation and bullying information including contact information, the district policy on harassment, intimidation and bullying, biannual report and school and district grades;
- F. School district newsletter Information;
- G. School Administration Information;
- H. Curriculum updates;
- I. Job postings;
- J. School e-mail information;
- K. All documents required by law, regulation, or directive specifically required to be posted to the website;

DISTRICT PUBLICATIONS (continued)

and

L. Any other information the superintendent determines appropriate for posting on the website.

Materials containing political or editorial points of view shall be prohibited from the website.

The superintendent shall periodically evaluate the effectiveness of the school district website and keep the advisory board informed regarding changes or revisions to the format and content of the website.

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Key Words

District Publications, Publications, Newsletters, Handbooks, Website

<b><u>Legal References:</u></b>	<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
	<u>N.J.S.A.</u> 18A:17-20	Superintendent; general powers and duties
	<u>N.J.S.A.</u> 18A:23-1 <u>et seq.</u>	Audits and Auditors
	<u>N.J.S.A.</u> 18A:36-35	School internet websites; disclosure of certain student information prohibited
	<u>N.J.S.A.</u> 18A:54-20	Powers of board (county vocational schools)
	<u>N.J.A.C.</u> 6A:30-1.1 <u>et seq.</u>	Evaluation of the Performance of School Districts
	<u>N.J.A.C.</u> 6A:30-3.1	Comprehensive review of public school districts

**Possible**

<b><u>Cross References:</u></b>	*1000/1010	Concepts and roles in community relations; goals and objectives
	*1100	Communicating with the public
	*1110	Media
	2232	Internal administrative communications
	*3100	Budget planning, preparation and adoption
	*5124	Reporting to parents/guardians
	*5125	Student records
	*5131	Conduct/discipline
	*5145.12	Search and seizure
	*6142	Subject fields
	*6142.2	English as a second language; bilingual/bicultural
	*6142.10	Technology
	*6145.3	Publications
	*6146	Graduation requirements
	*6171.3	At-risk and Title 1
	*6171.4	Special education
	9310	Development, distribution and maintenance of governance manual

\*Indicates policy is included in the Critical Policy Reference Manual.



**Policy**

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PUBLIC ATTENDANCE AT SCHOOL EVENTS

The Camden City Board of Education encourages members of the community to attend athletic and other public events held by the schools of the district. The board directs the superintendent or his or her designee to implement appropriate measures to maintain order and preserve the condition of school facilities during public events.

The board may bar the attendance of any person at a school event whose conduct constitutes a disruption or presents a threat to the safety and wellbeing of individuals attending the event or to school property. The board prohibits gambling, smoking and the possession and consumption of alcoholic beverages at any function sponsored by the district.

Residents of the district sixty five years of age or older may be admitted without charge to all school events. The board will honor athletic passes from all districts that are members of conferences in which teams of this district compete and that honor the passes of this district.

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Key Words

Athletic Events, Events, Senior Citizen

**Legal References:**

<u>N.J.S.A.</u> 2C:18-3	Unlicensed entry of structures, defiant trespasser; peering into dwelling places; defenses
<u>N.J.S.A.</u> 2C:33-2	Disorderly conduct
<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
<u>N.J.S.A.</u> 26:3D-55 et seq.	<u>New Jersey Smoke-Free Air Act</u>

**Possible**

<b><u>Cross References:</u></b> *1250	Visitors
*3515	Smoking prohibition
*5131.1	Harassment, intimidation and bullying
*5142	Student safety
*5145.11	Questioning and apprehension

\*Indicates policy is included in the Critical Policy Reference Manual.

BOARD OF EDUCATION MEETINGS

Board of education meetings shall be a primary means of sharing information with community members and inviting their comments and suggestions. Regular and special meetings of the board of education are open to the public and representatives of the media, except when, by resolution at the public meeting, the board excludes the public from those parts of a meeting which deal with matters held confidential in accordance with law.

The board welcomes participation of interested organizations and individuals and will schedule time as appropriate for the public to speak. The length of time scheduled for public discussion shall be stated in the agenda, together with any time limit proposed for individual speakers.

The board will not permit unnecessary or undesirable identification of district students at public or board of education meetings, particularly when the student is subject to disciplinary action, or has been identified as having a disability. A special confidential file shall be kept of the names of students with disabilities on whose behalf the board must take public action. An unidentifiable coding shall be used when referring to the student.

Comments and questions at the end of regular and special meetings may deal with any topic related to the board's conduct of the schools. Advance announcement of all regular, scheduled special, and specially called meetings of the board is made through newspapers and other appropriate media outlets.

The board shall include a discussion of the School Ethics Act and the Code of Ethics for School Board members annually at a regularly scheduled public meeting.

In a regular meeting by September 30 of each year, the superintendent shall report to the board the number of students graduated and the number of students denied graduation from the prior 12<sup>th</sup> grade class. This report shall include the number of students graduated under the special education and special review assessment procedures outlined in administrative code.

In a regular meeting by September 30 of each year, the superintendent shall report to the board:

- A. The number of student graduated:
- B. The number of students graduated under the alternate high school proficiency assessment process;
- C. The number of students receiving State-endorsed high school diplomas as a result of meeting any alternate requirements for graduation as specified in their individualized education programs (IEP);
- D. The total number of students denied graduation from the 12th grade class; and the number of students denied graduation from the 12th grade class solely because of failure to pass the Department of Education approved statewide proficiency assessments or alternate proficiency assessment.

Non-categorized schools shall discuss the school performance report (SPR) publicly. The school performance report is an annual New Jersey Department of Education report released for every school in New Jersey that sets specific school- and subgroup-performance targets for both language arts and mathematics, and details the school's annual progress toward meeting the targets. The report includes a range of data, including progress toward closing achievement gaps, comparison to peer schools with similar demographics, growth over time as measured through student growth percentiles (SGP) on State tests, and additional college- and career-readiness data points. The reports support school districts' and schools' engagement in performance management by setting performance goals, identifying strengths and weaknesses, and developing local plans to focus on low-performance areas.

In addition the district shall report on progress made in meeting the adequate yearly targets established for closing the achievement gap as set by the Department of Education.

BOARD OF EDUCATION MEETINGS (continued)School Performance Report/School Report Card

The superintendent or his or her designee shall oversee the collection of data for the school performance report card program and annually report the data to the board and the commissioner. The school performance report card shall be prepared annually and disseminated annually to parents and other interested taxpayers within each school district.

- A. The superintendent shall report annually to the board at a public meeting not later than September 30 (N.J.A.C. 6A:8-5.2f):
1. The number of students graduated;
  2. The number of students graduated under the alternative high school assessment process;
  3. The number of students receiving State-endorsed high school diplomas as a result of meeting any alternate requirements for graduation as specified in their individualized education programs (IEPs);
  4. The total number of students denied graduation from the 12th grade class; and
  5. The number of students denied graduation from the 12th grade class solely because of failure to pass the Department of Education approved high school proficiency assessment or the AHSA.
- B. The following information shall be collected for the district and for each school within the district, as appropriate and including but not limited to:
1. Results of the elementary assessment programs;
  2. Results of the Early Warning Test;
  3. Results of the High School Proficiency Test;
  4. Daily attendance records for students and professional staff;
  5. Student graduation and dropout rates;
  6. Annual student scores on the Scholastic Aptitude Test;
  7. Total student enrollment, percentage of limited English proficient students, percentage of students in advanced placement courses, and any other school characteristics which the commissioner deems appropriate;
  8. Instructional resources including teacher/student ratio, average class size and amount of instructional time per day, as calculated by formulas specified by the commissioner;
  9. A written narrative by the school principal or a designee which describes any special achievements, events, problems or initiatives of the school or district;
  10. Data identifying the number and nature of all reports of harassment, intimidation, or bullying and indicators of student career readiness.
- C. The following information shall be collected for the district as appropriate:
1. Per student expenditures and State aid ratio;
  2. Percent of budget allocated for salaries and benefits of administrative personnel;
  3. Percent of budget allocated for salaries and benefits of teachers;
  4. Percentage increase over the previous year for salaries and benefits of administrative and instructional personnel;
  5. The number of administrative personnel and the ratio of administrative personnel to instructional personnel;
  6. A profile of the most recent graduating class concerning their educational or employment plans following graduation; and
  7. Any other information which the commissioner deems appropriate.

In a regular board meeting by October 30 of each year, the superintendent shall provide a report which includes information on the following topics:

- A. The status of all capital projects in the school district's long range plan;

BOARD OF EDUCATION MEETINGS (continued)

- B. The maximum permitted amount of the school district's reserve account;
- C. Implementation of school-level plans;
- D. Achievement of performance objectives;
- E. Each school report card, including student performance results and student behavior data;
- F. Professional development activities;
- G. Condition of school facilities;
- H. Status of mandated program reviews;
- I. Community support data as detailed in the administrative code;
- J. The assignment plan for certified and noncertified nurses developed by the school district.

Other items presented at board meetings must include, but are not limited to:

- A. Presentation of audit report;
- B. Presentation of budget;
- C. Student attendance;
- D. Dropout statistics; other demographic data;
- E. Mandated inservice programs.

Harassment, Intimidation and Bullying Reporting

In addition, two times each school year between September 1 and January 1 and between January 1 and June 30, the school board shall hold a public hearing at which the superintendent will report to the board of education all acts of violence, vandalism, and harassment, intimidation, or bullying (HIB) which occurred during the previous reporting period. The report shall include the number of HIB reports in the schools, the status of all investigations, the nature of the HIB, and other data required by law.

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Key Words

Board of Education Meetings, Reporting to the Public, Communicating with the Public, Confidentiality

**Legal References:** N.J.S.A. 10:4-6 et seq.  
N.J.S.A. 18A:7C-7

Open Public Meetings Act  
School administrators report on students awarded or denied diplomas

BOARD OF EDUCATION MEETINGS (continued)

<u>N.J.S.A.</u> 18A:7E-2	School report card program
<u>N.J.S.A.</u> 18A:7E-3	Report card information
<u>N.J.S.A.</u> 18A:10-6	Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum
<u>N.J.S.A.</u> 18A:12-21	<u>School Ethics Act</u>
<u>N.J.S.A.</u> 18A:17-46	Act of violence; report by school employee; notice of action taken; annual report
<u>N.J.S.A.</u> 18A:22-10	Fixing day, etc., for public hearing
<u>N.J.S.A.</u> 18A:22-13	Public hearing; objectives; heard, etc.
<u>N.J.S.A.</u> 18A:23-5	Meeting of board; discussion of report
<u>N.J.S.A.</u> 18A:37-13 <u>et seq.</u>	<u>Anti-Bullying Bill of Rights Act</u>
<u>N.J.A.C.</u> 6A:8-5.2(f)	High school diplomas
<u>N.J.A.C.</u> 6A:14-1.1 <u>et seq.</u>	Special Education
<u>N.J.A.C.</u> 6A:16-5.1 <u>et seq.</u>	School safety plans
See particularly:	
<u>N.J.A.C.</u> 6A:16-5.2, 5.3	
<u>N.J.A.C.</u> 6A:23A-14.1 <u>et seq.</u>	Capital reserve
<u>N.J.A.C.</u> 6A:26	Educational Facilities
See particularly:	
<u>N.J.A.C.</u> 6A:26-2.2(a)	Completion of long range facilities plans
<u>N.J.A.C.</u> 6A:30-1.1 <u>et seq.</u>	Evaluation of the Performance of School Districts
See particularly:	
<u>N.J.A.C.</u> 6A:30-3.2	
<u>N.J.A.C.</u> 6A:32-3.2	Requirements for the Code of Ethics for district board of education members and charter school board of trustee members
<u>N.J.A.C.</u> 6A:32-12.1	School attendance

**Possible**

<b><u>Cross References:</u></b> *1100	Communicating with the public
*2240	Research, evaluation and planning
*3100	Budget planning, preparation and adoption
*3570	District records and reports
*3571.4	Audit
*4131/4131.1	Staff Development, Inservice Education, Visitations Conferences
*4231/4231.1	Staff Development, Inservice Education, Visitations Conferences
*5131.5	Vandalism/violence
*5145.5	Photographs of students
*6142.2	English as a second language; bilingual/bicultural
*6142.6	Basic skills
*6171.1	Remedial instruction
*6171.3	At-risk and Title 1
*6171.4	Special education
*9322	Public and executive sessions
*9323/9324	Agenda preparation/advance delivery of meeting material
*9326	Minutes

\*Indicates policy is included in the Critical Policy Reference Manual.

**Regulation**

BOARD OF EDUCATION MEETINGS/COMMUNICATING WITH THE PUBLIC

Any member of the public desiring to speak and receive a reply on any issue at a public meeting of the board must make:

- A. Prior arrangements through the office of the business administrator/board secretary two (2) days in advance in order to ensure placement on the official agenda and an appropriate response. Upon calling, or visiting, such persons shall be required to provide the business administrator/board secretary's office with their name, address, problem and/or nature of the inquiry, any organization or group represented, and whether they are desirous of an oral or written reply.
- B. Every effort will be made to respond to all inquiries marked oral at the next public meeting of the board.
- C. Requests for written responses from the board shall be forwarded to the business administrator/board secretary's office to be processed for a reply.

Every effort will be made to respond to written requests within 14 working days after filing. Any reasonable inquiry that cannot be responded to within the prescribed amount of time shall receive a written response from the board informing the individual(s) of this fact. Persons who have not received a written response during the indicated time period, may call or visit the business administrator/board secretary or designee on the next working day after the expiration of time and request to be placed on the official agenda for an oral reply at the next board meeting.

- D. The business administrator/board secretary will read a status report of all requests and their responses.
- E. After the official business of the meeting has been disposed of, the President or presiding officer shall open the meeting to the public.
  - 1. During the public portion: Advance inquiries, in the order of their communication with the board, shall be dealt with. Each individual shall be allowed, unless otherwise suspended by presiding officer of the board, five (5) minutes during which time he/she will restate their initial inquiry, and await a response from the Board or its designee.

The individual may also comment on the response so as to reaffirm or gather a full understanding of the reply before yielding to the expiration of time, or the satisfaction of the response. In suspending the time limitation, the president or presiding officer will utilize discretion based on the content of the inquiry and whether an appropriate reply can be ascertained at that meeting.

- 2. The board shall provide constituents who have not sought advance inclusion on the agenda in accordance with the prescribed procedures set forth in this and other board policy(ies) and who complete the public portion form, the appropriate amount of time five (5) minutes in which to make presentations and/or inquiries. Individuals with no form of written notice shall be give three (3) minutes. Such persons shall, in fairness to those who have advance inquiries, be heard after all advance inquiries have been duly disposed of.

Date: August 23, 1995  
Revised: August 14, 2007  
NJSBA Review/Update: March 2009, August 2019  
Revised: March 30, 2019

BOARD OF EDUCATION MEETINGS/  
COMMUNICATING WITH THE PUBLIC (regulation continued)

Readopted: January 3, 2020

DISTRIBUTION OF MATERIALS BY STUDENTS AND STAFF

Material being sent home with students should relate to school matters or student-related community activities. Except when it pertains to the individual student, all such material must be approved in advance by the superintendent/designee.

There is no district obligation to distribute or post any community group materials. But if a forum is opened up to any category of group (e.g., non-profit, non-partisan, community groups), the superintendent will not discriminate against speech or materials on the basis of the viewpoint or religious content.

The determination of the superintendent will be viewpoint-neutral in order to provide equal access to "limited public forums" including bulletin boards for notices, tables at back-to-school nights, or hand-outs to students.

Students shall not be used to distribute partisan materials or partisan information pertaining to a school or general election, budget or bond issue, or negotiations. Students shall not be exploited for the benefit of any individual, group, or profit-making organization.

No staff member may distribute any materials on school property without prior approval of the superintendent. Materials will clearly indicate their source. Non-school-related materials will be plainly labeled, including an express disclaimer that the activity is "not a school-sponsored activity." Flyers and parental permission slips will be subject to the same review and standards.

All surveys, questionnaires or other similar items requiring student or parent/guardian response shall be reviewed and approved by the superintendent prior to distribution. The superintendent shall solicit written permission from parents/guardians before students participate in surveys or research that requests personal information as set out in state and federal law.

Date: June 24, 1985  
Revised: August 23, 1995  
Revised: August 14, 2007  
NJSBA Review/Update: March 2009, October 2019  
Readopted: January 3, 2020

Key Words

Distribution of Materials, Research

**Legal References:** N.J.S.A. 18A:36-34 Written approval required prior to acquisition of certain survey information from students  
N.J.S.A. 18A:42-4 Distribution of literature as to candidacy, bond issues, or other public question to be submitted at election; prohibited  
N.J.S.A. 19:34-6 Prohibited actions in polling place on election day, exception for simulated voting  
N.J.S.A. 19:34-15 Electioneering within or about polling place; disorderly persons offense

34 CFR 98.1 - Student Protection Rights Amendment

Child Evangelism Fellowship of New Jersey vs. Stafford Township School District, No. 03-1101 (October 2004)



DISTRIBUTION OF MATERIALS BY  
PUPILS AND STAFF (continued)

Hazelwood School District v. Kuhlmeier, 484 U.S. 260 (1988)

**Possible**

<b><u>Cross References:</u></b>	*1100	Communicating with the public
	1315	Distribution of materials to students and staff
	*1322	Contests for students
	*1330	Use of School Facilities
	4135.16/4235.16	Work stoppages/strikes
	*5136	Fund-raising activities
	*6142.10	Technology
	*6145.3	Publications
	6162.5	Research

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

PARTICIPATION BY THE PUBLIC

The Camden City Board of Education encourages volunteers and/or residents of the community who are especially qualified because of training, experience, or personal characteristics to take an active part in school affairs. Such persons may be invited to act as advisers both as groups and individually in:

- A. Clarifying the general ideas and attitudes held by our residents regarding school;
- B. Determining the purposes of courses of study and special services to be provided for students; evaluating the extent to which these purposes are being achieved by present practices;
- C. Giving active assistance to the professional staff in the actual operation of classes and services where the superintendent and staff deem such aid valuable;
- D. Offering suggestions on a specific problem or set of closely related problems about which the board must make a decision;
- E. Coordinating the delivery of social services to students.

Volunteers may serve only under the direction and supervision of an appropriately certified or licensed staff member. Volunteers carrying out prescribed functions under the supervision of designated professional staff members shall be covered by the board's liability insurance policy.

Volunteers serving regularly in the schools or assisting with school activities and athletics shall be required to submit to a criminal history check. When a criminal history check is required, the district shall reimburse the volunteer for the cost of the criminal history check.

Neither the superintendent nor any principal shall be obligated to utilize the proffered services of a volunteer whose abilities or interests do not serve the needs of pupils.

The superintendent shall supervise development of programs and procedures to enlist community participation in school events and deliberations. He/she shall keep on file information on all volunteers and documentation that requirements of law have been fulfilled.

The board, superintendent, and the staff shall give substantial weight to the advice that they receive from individuals and community groups interested in the school, especially those individuals and groups that have been invited or created to advise them regarding selected problems. The board, superintendent, and staff shall use their own best judgment in arriving at decisions.

The superintendent shall report to the public annually on all aspects of community support of the educational program.

Volunteer Athletic Coaches and Activity Advisors

The director of athletics will be responsible for the screening of volunteer athletic coaches and extracurricular activity advisors/assistants and their assignment. The district is not obligated to utilize the proffered services of a volunteer whose abilities or interests do not serve the needs of the school district. The superintendent, in consultation with the building principals, shall be responsible for identifying areas in which volunteers are needed and the qualifications that may be required for the volunteer service.

PARTICIPATION BY THE PUBLIC (continued)

Volunteers, coaches and activity leaders shall, at a minimum, be persons of known character, responsibility, and integrity and must be recommended by the superintendent and approved by the board prior to assuming any responsibilities.

The director of athletics will oversee the conduct for volunteer athletic coaches and volunteer extracurricular activity advisors/assistants. Each volunteer athletic coach and volunteer extracurricular activity advisors/assistants will be directed to review board policies and procedures 1200 Participation by the Public, 1250 Visitors, 5131.1 Harassment, Intimidation and Bullying and other relevant policies regarding appropriate conduct.

Date: June 24, 1985  
 Revised: August 23, 1995  
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 NJSBA Review/Update: March 2009, October 2019  
 Revised: March 30, 2015  
 Readopted: January 3, 2020

(SE file codes: 9180, 9181)

Key Words

Community Volunteers, Volunteers, Public Participation

**Legal References:** N.J.S.A. 18A:6-7.1 Criminal record check in public school employment, volunteer service  
N.J.S.A. 18A:6-7.2 Fingerprinting; reimbursement of unpaid volunteers  
N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)

**Possible**

**Cross References:** \*1000/1010 Concepts and roles in community relations; goals and objectives  
 \*1120 Board of education meetings  
 1210 Community organizations  
 \*1220 Ad hoc advisory committees  
 \*5020 Role of parents/guardians  
 \*6162.4 Community resources

\*Indicates policy is included in the Critical Policy Reference Manual.

**Regulation**

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VOLUNTEERS

Volunteer Opportunities

Volunteer opportunities to which a volunteer may be assigned include, but need not be limited to, the following:

- A. Administrative assistance with accumulation, duplicating or organizing materials;
- B. Helping with classroom activities and events;
- C. Setting up instructional equipment, if qualified to do so;
- D. Helping children put on and remove outerwear and boots;
- E. Supervising the playground activities;
- F. Reading aloud and telling stories;
- G. Assisting with the school library/media center program;
- H. Assisting students with assignments including organizing and locating information in the library or on the internet;
- I. Assisting with the school lunch program and wellness and nutrition programs;
- J. Assisting With Violence Awareness Week;
- K. Serving as chaperones on field trips; and
- L. Serving as resource persons in a special subject area.

General Rules

All individuals permitted to volunteer on occasion or on a regular basis shall be required to exhibit professional conduct and respect the individuality, dignity and worth of each student as well as school staff. The following rules shall apply to school volunteers:

- A. A formal application may be required for certain volunteer positions;
- B. All volunteers including athletic coaches and volunteer extracurricular curricular activity advisors/assistants shall respect the individuality, dignity and worth of each pupil;
- C. Volunteers may serve only under the direction and supervision of an assigned staff member. Volunteer coaches or teaching assistants shall consult with the athletic head coach or supervising teacher regarding any matters or questions pertaining to their duties and responsibilities;
- D. Volunteers shall sign in and out in the main office according to board policy and regulation 1250 Visitors, unless exempt from this requirement by the principal (volunteers with regularly scheduled assignments may be exempted by the principal);
- E. Volunteers shall obey all board policies and procedures for appropriate conduct;

VOLUNTEERS (regulation continued)

- F. Volunteers shall receive clear directions regarding their duties and responsibilities from the staff member to whom they are assigned and perform no service outside those duties;
- G. Volunteers shall remain in their place of assignment and shall not converse with staff or students, or wander the school or grounds unless authorized to do so by the supervising staff member;
- H. Volunteers shall to be instructed on issues of student confidentiality, school safety and security rules and reporting requirements for incidents of harassment intimidation and bullying of students;
- I. Volunteers shall exercise discretion in disclosing any confidential student matters he/she becomes aware of as a result of their volunteer responsibilities;
- J. Volunteers shall not have access to student records;
- K. Volunteer athletic coaches and extracurricular activity advisors/assistants and other volunteers as determined by the principal who have regular ongoing volunteer positions with regular contact with students shall:
  - 1. Complete a criminal background check/fingerprinting in accordance with N.J.S.A. 18A:6-7.1. The applicant shall reimbursed for the cost of the background check;
  - 2. Provide documentation of required immunizations (Mantoux test);
- L. At the principal's discretion, a request to volunteer may be accepted or denied, and/or the volunteer may be retained or their services terminated;
- M. Volunteers may be immediately relieved of their volunteer responsibilities, with or without cause, by the principal. The principal shall report any such action to the chief school administrator;
- N. The chief school administrator shall report any action relieving a regular volunteer coach and/or coaching or teaching assistant to the board at the next board meeting following relief of duties;
- O. The principal or his or her designee shall be responsible for establishing necessary procedures, forms, etc. not specifically identified here.

Board members shall consult with the board attorney regarding the possibility of a conflict of interest in violation of the School Ethics Act prior to volunteering on a regular basis in any position involving leadership activities such as assistant coaching or as extracurricular activity leader.

All volunteers shall be notified of the district policy 5131.1 Harassment, Intimidation and Bullying and shall be notified of the required reporting protocols.

The board encourages faculty members to avail themselves of the services offered by the volunteers.

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(SE file codes: 9180, 9181)

**Policy**

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COMMUNITY ORGANIZATIONS

The Camden City Board of Education 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 pursue opportunities to expand and enrich the educational program with a diversity of community resources.

The superintendent shall direct each principal to establish and maintain a file of community resources and invite the appropriate participation of community organizations and resource persons in the instructional program. The superintendent shall determine those schools, instructional programs, and/or district operations that would profit by the involvement of community resources.

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(SE file code: 9190)

Key Words

Community Organizations, Equipment

**Legal References:** N.J.S.A. 18A:11-1      General Mandatory Powers and Duties  
N.J.S.A. 18A:20-34      Use of Property

**Possible**

**Cross References:** \*1330      Use of school facilities

\*Indicates policy is included in the Critical Policy Reference Manual.

AD HOC ADVISORY COMMITTEES

Community and/or parent/guardian advisory committees can be particularly useful both in keeping the board and administration informed with regard to community opinion and in representing the community in the study of specific school problems. The board shall, when required by law or when it finds it beneficial, appoint advisory committees to assist in research projects, long-range studies, program evaluation, and development of policies or educational goals/programs. Each committee shall be appointed for a specific purpose and time. The board may dissolve any board-appointed committee at its sole discretion.

Such committees shall be representative of the community in relation to the tasks delegated to them, and may include staff and students when appropriate. No appointee shall represent an organization, geographic area, religious group or any other subdivision of the community in an official capacity.

Systematic programs shall be set up to draw on the assistance business, labor, and other organizations have to offer in developing vocational, technical and enrichment programs and in providing students with practical work experience.

The board shall adopt the committee structure and organization it deems appropriate to the assignment at hand, except for funded programs where requirements are set by law. The board is responsible for approving all members of a committee and the method of their selection in consultation with the superintendent. Staff members shall not constitute a majority of any general community advisory committee.

Recommendations from the committee shall not reduce the responsibility of the board, which shall be free to accept or reject the recommendations as it sees fit. Only the board has the power to act. It will be the responsibility of the chairperson to see that the members of the committee are informed as to the final decision of the board.

Any publicity concerning the organization, membership, operations, findings or recommendations of any committee shall be released only by the board designee.

In district-initiated advisory committees, the superintendent shall draft procedures for instructing committees as to the length of time each member is being asked to serve, the services the board wishes them to render, the resources the board intends to provide, and the approximate date on which the board wishes to dissolve the committee. Furthermore, the committee shall be instructed as to the relationship it has to the board, to the individual board members, to the secretary of the board, to the superintendent, and to the rest of the professional staff.

When the law regulates the formation and activities of an advisory committee, the administration shall cooperate fully in its activities.

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(SE file code: 9140)

Key Words

AD HOC ADVISORY COMMITTEES (continued)

Ad Hoc Advisory Committees, Citizens' Committees, Committees

**Legal References:** N.J.S.A. 10:4-6 et seq.      Open Public Meetings Act  
N.J.S.A. 18A:10-6      Board meetings public; frequency; hours of  
commencement; adjournment, etc., for lack of quorum  
N.J.A.C. 6A:16-4.2(a)      Review and availability of policies and procedures for the  
intervention of student alcohol or other drug abuse

Hawkins-Stafford Elementary and Secondary School Improvement Act of 1988, (Pub. L. No. 100-297) amending Elementary and Secondary Education Act of 1965.

34 CFR 200.1 to 200.89 - Part 200

**Possible**

**Cross References:** \*2240      Research, evaluation and planning  
\*6142.1      Family life education  
\*6142.12      Career education  
\*6144      Controversial issues  
\*6162.4      Community resources  
\*6171.3      At-risk and Title 1  
\*9020      Public statements  
\*9130      Committees

\*Indicates policy is included in the Critical Policy Reference Manual.



SCHOOL-CONNECTED ORGANIZATIONS

The Camden City Board of Education will encourage the work of a general, voluntary, school-connected organization of parents/ guardians, school staff and friends of the school in each school. Such organizations may not establish educational policy, participate in the administration of the school, or authorize management and direction of school affairs.

Such organizations shall have as their objectives the promotion of student welfare; the development of close relationships between the home and the school; and the development between educators and the public of such united efforts as will secure for every student in the schools the best kind of educational program possible.

Organizations shall not use the district's name in their titles without the board's express consent. Such permission to use the district's name does not constitute permission to act as the district's representative.

The board shall make it a practice not to interfere in the internal workings of such groups.

Permission to hold regular meetings of such organizations in school facilities will be extended by the board of education for a particular school year, in accordance with 1330 Use of School Facilities.

The school principal or another professional staff member designated by the principal may serve as adviser to the general parent/teacher organization. All members of the professional staff shall be encouraged to join the organization and to participate in its activities.

Booster Clubs

A booster club is an organization that is formed to support (e.g. coordinate events, raise money, etc.) an associated school club, sports team, or organization.

The board recognizes that booster clubs can support and benefit school activities, clubs and teams. While booster clubs operate independently and are therefore outside district scrutiny and State fiscal accountability requirements for schools, their activities reflect on the district. The following guidelines shall be implemented for the operation of booster clubs in order to ensure that their activities are aligned with district goals and objectives.

A booster club that is organized for the purpose of endorsing and supporting a school sponsored activity shall:

- A. Be incorporated as a nonprofit organization;
- B. Have the approval of the building principal before conducting activities or raising funds on behalf of the school;
- C. Be accountable for all funds raised through the conduct of school related activities;
- D. Utilize all funds raised through the conduct of school related activities for the benefit of school programs;
- E. Adhere to the policies of the board of education, and in particular 1140 Distribution of Materials by Students and Staff, 1314 Fundraising by Outside Organizations, and 3280 Gifts, Grants and Bequests;
- F. Have board approval and parent/guardian written permission before taking any group of students on a trip;

SCHOOL-CONNECTED ORGANIZATIONS (continued)

and

G. Obtain the approval of the superintendent before raising funds on behalf of the district.

Employees of the board shall not collect or maintain possession of any funds collected through booster club activities. The board is not responsible for the fundraising activities of booster clubs or for any of the funds raised by the booster club.

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(SE file code: 9191, 9210)

Key Words

School-connected Organizations, Booster Clubs, Parent-Teacher Organizations, PTA, PTO

**Legal References:** N.J.S.A. 18A:11-1    General mandatory powers and duties  
N.J.S.A. 18A:54-20    Powers of board (county vocational schools)

**Possible**

**Cross References:** \*1000/1010    Concepts and roles in community relations; goals and objectives  
\*1100    Communicating with the public  
1210    Community organizations  
\*1330    Use of school facilities  
\*3280    Gifts, grants and bequests  
4136    Meetings/committees  
\*5020    Role of parents/guardians  
\*5136    Fund-raising activities  
\*6010    Goals and objectives

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

VISITORS

The Camden City Board of Education welcomes visits to school by parents/guardians, board members, other adult residents of the community and interested educators, when they fit into the classroom or school routine. In order for the educational program to continue undisturbed when visitors are present, and to prevent the intrusion of disruptive persons into the schools, the superintendent shall devise regulations addressing visitors' access to the schools.

All visitors shall be required to report to the principal's office upon entering the building.

A "visitor" is anyone other than a student enrolled in or a staff member employed in the particular school. Visitors may not consult with the teaching staff or students during class time without the principal's permission.

Staff members and students are strictly prohibited from propping doors open. Students and staff members shall not open a door for anyone. All persons seeking entry to the building shall be directed to the main entrance.

For the purpose of preventing unauthorized entry into the district buildings, the building principal shall ensure that:

- A. The school's main entrance is clearly marked so that it is easily visible and recognizable;
- B. Exterior doors are locked, and when they are in use for a large entry/exit, staff members, security personnel, law enforcement officers or other representatives of the district are assigned to monitor them;
- C. Entrances are clearly marked with a numerical sequence to allow for specific response by police, fire, and emergency medical services responders;
- D. A limited number of doors are available for access by staff and the staff members shall be informed of which doors they are authorized to use;
- E. Security personnel working in the school building are dressed in uniform.

When the parental rights of a parent have been terminated by a court of appropriate jurisdiction, the legal guardian must inform the school so that the administration may apply appropriate regulations. The principal shall seek confirmation of legal custodianship where necessary.

No one may visit the school during school hours for the purpose of recommending or exhibiting books, maps, etc., to staff. No person shall be allowed to deliver any address or lecture on any subject unless authorized by the superintendent or designee.

All visitors to the schools must obey regulations prohibiting smoking and any other regulations designed to ensure orderly operation of the school. All persons violating this policy shall be considered "disorderly persons" and subject to appropriate action.

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VISITORS (continued)

Readopted: January 3, 2020

(SE file code: 9150)

Key Words

Visits to the Schools, Visitors, Sign-in, Propping Doors

**Legal References:**

<u>N.J.S.A.</u> 2C:18-3	Unlicensed entry of Structures, defiant trespasser; peering into dwelling places; defenses
<u>N.J.S.A.</u> 2C:33-2	Disorderly conduct
<u>N.J.S.A.</u> 18A:7G-5.2	Public school facilities, certain, security measures required
<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
<u>N.J.S.A.</u> 18A:54-20	Powers of board (county vocational schools)
<u>N.J.S.A.</u> 26:3D-55 et seq.	<u>New Jersey Smoke-Free Air Act</u>

**Possible**

<b><u>Cross References:</u></b> *1220	<u>Ad hoc</u> advisory committees
*3327	Relations with vendors
*3515	Smoking prohibition
*4131/4131.1	Staff development; inservice education/visitations/conferences
*4231/4231.1	Staff development; inservice education/visitations/conferences
*5020	Role of parents/guardians
*5124	Reporting to parents/guardians
*5125	Student records
*5131.1	Harassment, intimidation and bullying
*5142	Student safety
*5145.11	Questioning and apprehension
*6144	Controversial issues
*9010	Role of the member

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

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CAUSING DISTURBANCES

The Camden City Board of Education recognizes that an orderly and safe environment is essential for any educational program at any time and on any occasion.

The board is committed to:

- A. Promoting mutual respect, civility and orderly conduct among employees, parents and the public;
- B. Maintaining orderly educational and administrative processes; and
- C. Keeping schools and administrative offices free from disruptions and preventing unauthorized persons from entering school grounds.

The staff of the Camden City Public Schools will treat parents and other members of the public with respect and expect the same in return. This policy is not intended to deprive any person of his/her right to freedom of expression, but only to maintain, to the extent possible and reasonable, a safe, harassment-free workplace for students and staff.

Disruptions

Individuals or groups who create disturbances in or on school facilities will be subject to the provisions of statute, regulations, board policy, and/or school rules. Community users of facilities who create disturbances may be denied future use of these facilities. The determination to deny future use of school facilities or otherwise prevent access to school grounds shall be made by the administrator in charge and/or the superintendent.

Behavior that constitutes a disturbance shall include but may not be limited to any individual who:

- A. Disrupts or threatens to disrupt normal school and/or office operations;
- B. Threatens the health and safety of students or staff;
- C. Willfully causes property damage;
- D. Uses loud and/or offensive language which could provoke a violent reaction; or
- E. Has otherwise established a continued pattern of unauthorized entry on school property.

Individuals creating a disturbance shall be directed to promptly leave school property.

Rules for Handling Disturbances

Disturbances shall be handled in accordance with the following rules:

- A. If any member of the public uses obscenities or speaks in a demanding, loud, insulting and/or demeaning manner, the administrator or employee to whom the remarks are directed will calmly and politely admonish the speaker to communicate civilly;
- B. If corrective action is not taken by the abusing party, the employee will notify the principal;
- C. The principal shall direct the offending person to leave school grounds promptly;

CAUSING DISTURBANCES (continued)

- D. When an individual is directed to leave under such circumstances, and refuses, the superintendent shall be informed immediately and law enforcement officials notified. The principal or his/her designee will determine the point at which violence or disturbance, during any school function, utilizing any school facility, has reached the level where the intervention of the local police department is required.

All incidents of disturbances that require intervention and result in administrative action shall be documented.

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(SE file code: 9161)

Key Words

Disturbance, Violence, Disrupt, Disruption,

**Legal References:** N.J.S.A. 2C:33-1 Riot; failure to disperse  
 N.J.S.A. 2C:33-2. Disorderly conduct  
 N.J.S.A. 2C:33-2.1. Public place defined; loitering to obtain or distribute CDS is a disorderly persons offense

**Possible**

**Cross References:** \*1250 Visitors  
 \*1330 Use of school facilities  
 \*1410 Local units  
 \*3510 Operation and maintenance of plant  
 \*3516 Safety  
 \*5141.1 Accidents  
 \*5142 Student safety  
 \*6114 Emergencies and disaster preparedness

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

COMMUNITY COMPLAINTS AND INQUIRIES

The Camden City Board of Education welcomes inquiries about and constructive criticism of the district's programs, equipment, operations and personnel. Any person or group having a legitimate interest in the schools of this district may present a request, suggestion, or complaint concerning district personnel, the educational program, instructional or resource materials, or the operations of the district.

The superintendent shall develop procedures to investigate and solve problems promptly, and to provide accurate factual information in answer to inquiries. Such procedures shall conform to state law and applicable negotiated agreements.

Parents/guardians and students will be informed of the proper avenues to follow in the individual school.

When a board member is confronted with an issue, he/she will withhold comment, commitment and/or opinion and refer the complaint or inquiry to the superintendent, who shall review the complaint according to established procedures..

Only in those cases where satisfactory adjustment cannot be made by the superintendent and the staff shall communications and complaints be referred to the board of education for resolution.

Any misunderstandings or disputes between the public and school district staff should, whenever possible, be settled by direct, informal discussions among the interested parties. It is only when such informal meetings fail to resolve differences that more formal procedures shall be employed. A complaint about a school program or personnel should be addressed to the principal; a complaint about instructional or resource materials should be addressed to the superintendent.

All signed complaints shall be acknowledged promptly.

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(SE file code: 9130)

Key Words

Community Complaints and Inquiries, Complaints, Inquiries

**Legal References:** N.J.S.A. 10:4-6 et seq. Open Public Meetings Act  
N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)  
N.J.S.A. 47:1A-1 et seq. Examination and copies of public records (Open Public Records Act)

**Possible**

**Cross References:** \*1120 Board of education meetings  
\*3570 District records and reports  
\*4112.6/4212.6 Personnel records  
\*4116 Evaluation

COMMUNITY COMPLAINTS AND INQUIRIES (continued)

4148/4248	Employee protection
*4216	Evaluation
*5145.6	Student grievance procedure
*6144	Controversial issues
*6161.1	Guidelines for evaluation and selection of instructional materials
*6161.2	Complaints regarding instructional materials
*6163.1	Media center/library
*9010	Role of the member
*9020	Public statements
9123	Appointment of board secretary

\*Indicates policy is included in the Critical Policy Reference Manual.



**Regulation**

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COMMUNITY COMPLAINTS AND INQUIRIES

All complaints and grievances addressed to the Camden City Board of Education, board members individually, school officials, or district staff members shall be referred to the superintendent for consideration in accordance with the following procedures.

A. Complaints Regarding a Teaching Staff Member Other Than Administrator

**First Level**

1. The complainant will be directed to address the matter to the staff member;
2. The staff member will be directed to discuss the matter directly with the complainant and to make every reasonable effort to explain the difficulty and/or take appropriate action in accordance with district regulations and within his/her authority and district regulations;
3. The staff member will report the matter, and whatever action may have been taken to resolve the matter, to the principal.

**Second Level**

1. If the matter cannot be satisfactorily resolved at the first level, the complainant may discuss the matter with the principal;
2. The principal will take all reasonable and prudent steps to resolve the complaint or to explain to the complainant why the matter cannot be resolved as the complainant wishes.

**Third Level**

1. If the matter cannot be satisfactorily resolved at the second level, the complainant may submit to the superintendent a written request for a conference. The request shall include:
  - a. The specific nature of the complaint and a brief statement of the facts giving rise to it;
  - b. The respect in which it is alleged that the complainant or the complainant's child has been unfairly treated or adversely affected; and
  - c. The remedy sought by the complainant.
2. The superintendent shall conduct a conference, at a time convenient to the complainant, and attempt to resolve the matter informally. The time for conference will be extended if the complainant is unable to schedule a convenient meeting;
3. The superintendent shall record in writing his/her disposition of the complaint.

**Fourth Level**

1. A complaint that is not resolved by conference with the superintendent or that seeks a remedy beyond the superintendent's jurisdiction may be appealed to the board of education;
2. The complainant may, upon receipt of the superintendent's written disposition, submit a written request for a hearing before the board. The request will include a copy of the superintendent's disposition at **Level 3**;
3. The board shall review the appeal and if it is the decision of the board to support the disposition of **Level 3** by the superintendent, no board hearing shall be conducted. The complainant shall be informed in writing of the decision of the board;
4. The board shall conduct an informal hearing, in which the complainant will present his/her complaint when the board disagrees with the disposition at **Level 3** or the board requires more information. The board may, on the petition of the complainant, permit the examination of witnesses. The board may

COMMUNITY COMPLAINTS AND INQUIRIES (regulation continued)

- permit the teaching staff member complained of to testify in his/her own behalf;
5. The board shall advise the complainant in writing of the board's disposition of the complaint;
  6. The complainant will be advised that the board's decision may be appealed to the Commissioner of Education.

Reasonable efforts will be made to expedite a complaint that arises at the end of the school year so that the matter can be resolved before the interruption of summer vacations.

## B. Complaints about an Administrative Staff Member

1. The procedure set forth in "A" above will be followed and the complainant will be directed to discuss the matter first with the administrator;
2. A complaint about a principal or a central office administrator will omit **Level 2** of the complaint procedure. Appeal of the **Level 1** discussion between the complainant and the administrative staff member involved will be made directly to the superintendent in according to the procedures for **Level 3**.

## C. Complaints About a Support Staff Member

1. The procedure set forth in "A" above will be followed and the complainant will be directed to discuss the matter first with the support staff member;
2. Appeal at **Level 2** of the complaint procedure will be to the support staff member's supervisor;
3. A complaint about a support staff supervisor will omit the second level of the complaint procedure. Appeal of **Level 1** discussion will be made directly to the superintendent (**Level 3**).

## D. Complaints About a Program, Practice, or Operation

1. A complaint directed to a matter of district or school policy, procedure, program, or operation, including entitlement programs established by state or federal law, should be addressed, initially, to the administrator or department head most directly concerned with the matter, according to procedure for **Level 1**;
2. A complaint that cannot be satisfactorily resolved at the first level may be appealed to the superintendent and, thereafter, the board in accordance with the procedures set forth in **Level 3** and **Level 4**.

## E. Complaints About Instructional and Resource Materials

1. Complaints about textbooks, library books, reference works, and other instructional materials used in the district will be made in writing and submitted to the superintendent.
2. The complainant will complete and sign a complaint form that will include:
  - a. The title, author, and publisher of the work complained of,
  - b. The specific portions or language complained of (by page and item),
  - c. The complainant's familiarity with the work objected to,
  - d. The reasons for the objection,
  - e. The pupils or class for whom the work is intended, and
  - f. The way in which the work is used.
3. The superintendent may appoint a review committee to evaluate the complaint and review the material objected to.
4. The committee will report its findings and recommendations to the superintendent. Should the superintendent recommend action, such recommendation will be forwarded to the board of education.
5. The board will receive the report of the committee with such recommendation. If the board acts to remove the work complained of or to limit access to the work, a statement of reasons for the removal or limitation will accompany its action.
6. A copy of the committee's report and the board's action, if any, will be given to the complainant.
7. The complainant will be informed that a decision of the board may be appealed to the Commissioner of Education.

COMMUNITY COMPLAINTS AND INQUIRIES (regulation continued)

*Note: The board shall hear as required by law any appeals made to the board for short and long term suspension, mandatory removal of students (drug/alcohol possession and weapons) and harassment, intimidation and bullying.*

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NJSBA Review/Update:	March 2009, October 2019
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(SE file code: 9130)

**Policy**

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FUNDRAISING AND DONATIONS

The Camden City Board of Education recognizes that the contributions from persons and organizations outside the schools of materials, furnishings, artwork, activities, and awards may serve the interests of the contributor as well as benefit the school district and the students.

The board shall approve all fundraising activities by outside organizations.

The board reserves the right to review all proposed fundraising activities and contributions. The board may decline the proposal when the fundraising activity or contribution:

- A. Has the primary effect of advancing the name, product, or special interest of a person, corporation, or organization;
- B. Fails to meet district educational standards, reflects upon the district and/or the district employees or officers in a negative way; is not compatible with the ascetics of the school environment, or other reason deemed appropriate by the board;
- C. Is of little or no educational value to students;
- D. Makes unreasonable demands upon the time and energies of staff or students or upon the resources of the district;
- E. Interrupts or interfere with the regular school program; or
- F. Involves a direct cost to the district.

The superintendent shall adhere to these standards in approving fundraising activities and solicitations for donations (including drives for school supplies, educational materials, etc.) by teachers and other district employees.

The approval of the use of any material, permanent or temporary display of donated artwork, or the conduct of any activity offered by an agency outside the schools shall not under any circumstances be construed as an endorsement by this board of any interest, cause, or organization.

Permission to solicit funds on school premises will be granted only to those persons and organizations whose purposes are consonant with the goals of this district and the interests of the community.

Solicitation may not interfere with the orderly operation of the schools. The board will not be responsible for the protection of or accounting for such funds nor may any such funds be deposited in any district account.

The board prohibits the distribution of political literature to or through the students of this district; further, no student under the jurisdiction of this board shall be requested or directed to engage in any activity that tends to promote, favor, or oppose a candidate for political office or a public question submitted at any election.

The board will only prohibit the distribution of literature or material to students on school premises that tends to advance or is inimical to the interests of a religious sect or religion if the distribution method is inconsistent with the governing principles of the First Amendment of the United States Constitution.

The board will permit the award of scholarships or prizes to deserving students provided that information

FUNDRAISING AND DONATIONS (continued)

regarding students is released only in accordance with board policy 5125 Student Records. The manner of selection of the recipient shall be approved by the superintendent and include consultation with appropriate staff members. The nature of the prize or award shall be approved by the superintendent, and the board shall determine the manner of presentation.

The Camden City Public Schools Welfare Chest is designed to reduce the number of individual appeals by various agencies to raise money among Camden City Public School children and staff and to offer opportunities for children to derive educational values from the campaign for giving. The campaign shall be conducted according to regulations developed by the superintendent or designee.

Recruitment

Recruitment activities by outside organizations are prohibited on school grounds unless approved by the board.

Representatives of bona fide educational institutions, occupational agencies, and a military recruiter may request and the district must provide access to the names, addresses, and telephone listings in the information directory (see policy 5142 Safety) for secondary pupils. Parents/guardians and/or the adult pupil may request that such information not be released for the child without the prior written parent/guardian and/or adult pupil consent. The district will give military recruiters the same right of access to secondary pupils as generally provided to post-secondary institutions and prospective employers.

Permission to recruit on school premises must be requested in writing sixty working days before the planned activity and must be approved in advance by the Superintendent. The Superintendent shall not favor one recruiter over another, but shall not approve an activity that, in the Superintendent's judgment, carries a substantial likelihood of disrupting the educational program of this district.

Parents/guardians and adult pupils will be informed annually in writing of their right to request a pupil's excusal from participation in all recruitment activities and/or from a listing in the pupil information directory distributed for recruitment purposes.

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(SE file codes: 9700, 9700.1, 9713)

Key Words

Donations, Fundraising, Fundraiser, Scholarship, Prize

<b>Legal References:</b>	<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
	<u>N.J.S.A.</u> 18A:19-14	Funds derived from pupil activities
	<u>N.J.S.A.</u> 18A:20-34	Use of schoolhouse and grounds for various purposes
	<u>N.J.S.A.</u> 18A:23-1	Audit when and how made
	<u>N.J.S.A.</u> 18A:23-2	Scope of audit
	<u>N.J.S.A.</u> 18A:36-19.1	Military recruitment in public schools
	<u>N.J.S.A.</u> 18A:54-20	Powers of board (county vocational schools)
	<u>N.J.S.A.</u> 52:14-15.9c1. <u>et al.</u>	Public Employee Charitable Fund-Raising Act
	<u>N.J.A.C.</u> 6AA:23A-16.1 <u>et seq.</u>	Double Entry Bookkeeping and GAAP Accounting

FUNDRAISING AND DONATIONS (continued)

N.J.A.C. 6A:23A-16.12 in Local School Districts  
Student activity funds

**Possible**

<b><u>Cross References:</u></b>	*1100	Communicating with the public
	*1140	Distribution of materials by students and staff
	1315	Distribution of flyers and materials to students and staff
	*1322	Contests for students
	*1330	Use of school facilities
	*3280	Gifts, grants and bequests
	*5136	Fund-raising activities
	*6142.10	Technology
	*6145.3	Publications
	6162.5	Research

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

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SOLICITATION BY VENDORS

Only vendors given prior approval by the superintendent will be permitted to solicit pupils and parents for the sale of goods and services through this district's school.

The superintendent or his/her designee shall review each vendor's request to solicit sales and shall approve only those vendors that offer products or services that are related to the educational goals of this district and offer good value to purchasers. The superintendent shall report to the board all such approved solicitations.

Any funds collected on behalf of an approved vendor shall be deposited in a separate account pending transfer to the vendor. The board disclaims any responsibility for any such funds.

The superintendent will evaluate quotations and request bids from interested vendors when appropriate in order to determine the greatest value or level of service. In the event that more than one vendor requests permission to solicit sales of a particular product or service, or the superintendent seeks a vendor to provide a particular product or service to parents/guardians or pupils, the superintendent shall seek quotations from qualified vendors in order to determine which will provide the greater value to purchasers.

All vendors shall supply assurances that they do not practice discrimination as described in the administrative code. All vendors shall be informed that harassment of any kind of district pupils or employees by their representatives is prohibited.

School employees shall not use school time or school facilities in connection with any personal activity for financial profit. Further, there shall be no solicitation of fellow employees during working hours, either for contributions or membership drives.

The board reserves the right to withdraw its approval of any vendor at any time.

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(SE file code: 9720)

Key Words

Flyers, Distribution of Flyers, Promotional Materials, Advertisements

**Legal References:** N.J.S.A. 18A:18A-1 et seq. Public School Contracts Law  
N.J.S.A. 18A:18A-4 Contracts and agreements requiring advertising  
through -4.4  
N.J.S.A. 18A:36-34 Written approval required prior to acquisition of certain  
survey information from students  
N.J.S.A. 18A:42-4 Distribution of literature as to candidacy, bond issues, or  
other public question be submitted at election; prohibited  
N.J.S.A. 19:34-6 Prohibited actions in polling place on Election Day,  
exception for simulated voting  
N.J.S.A. 19:34-15 Electioneering within or about polling place; disorderly

SOLICITATION BY VENDORS (continued)

persons offense

34 CFR 98.1 - Student Protection Rights Amendment

**Possible**

<b><u>Cross References:</u></b>	*1100	Communicating with the public
	*1140	Distribution of materials by students and staff
	*1322	Contests for students
	*1330	Use of School Facilities
	*5136	Fund-raising activities
	*6142.10	Internet safety and technology
	*6145.3	Publications
	6162.5	Research

\*Indicates policy is included in the Critical Policy Reference Manual.



**Policy**

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ADVERTISEMENTS IN SCHOOL AND ON SCHOOL BUSES

The Camden City Board of Education may enter into a contract for the sale of advertising space on the exterior sides of school buses owned or leased by the district. All advertisements shall require prior board approval and shall comply with the Public School Contracts Law, N.J.S.A. 18A:18A-1 et seq.

The board may enter into a contract for the sale of:

- A. Signage on school district property which may include, but is not limited to, areas in and around athletic fields and grounds, on fences, on school vehicles, and in and on school buildings;
- B. Advertising space in school district publications and print media;
- C. Advertising space on the school district's website; and
- D. Advertisements to be included in school district productions and programs that are aired on media outlets such as television and/or cable stations, internet, radio, etc.

Limitations on Content of Advertisements

The board shall not allow any of its property or school buses to become a public forum for dissemination, debate, or discussion of public issues and shall not accept advertisements to be displayed or maintained on school property and/or school buses owned or leased by the district if the advertisement or information contained in the advertisement:

- A. Is false, misleading, deceptive, disrespectful, fraudulent or libelous;
- B. Contains material or language that is obscene, profane, vulgar, offensive, or reasonably determined not to be in good taste;
- C. Promotes unlawful or illegal goods, services, or activities;
- D. Promotes gambling, the sale or use of tobacco or tobacco-related products, or the sale or use of alcoholic beverages;
- E. Promotes the sale or use of products designed for use in connection with sexual activity;
- F. Depicts or glamorizes violent or antisocial behavior, or sexual conduct;
- G. Resembles a traffic control device;
- H. Declares or implies an endorsement by the board of education; or
- I. Is political, religious, issues-related, controversial in nature, or not age appropriate.

The board of education has the authority to reject any and all advertising that it deems to be inappropriate or not in the best interest of the board of education, school district or pupils and reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has previously acknowledged and/or advertised the exact or similar copy.

Funds generated from the placement of advertisements on the outside of school buses owned or leased by a board of education are limited to the following uses:

ADVERTISEMENTS (continued)

- A. Fifty percent of the revenue shall be used to offset fuel costs associated with the provision of pupil transportation services; and
- B. Fifty percent of the revenue shall be used to support any programs or services deemed appropriate by the board of education.

Advertiser Responsibilities

The advertiser will be considered an independent contractor and shall not be deemed to be an agent, servant, employee, or representative of the board of education.

In the event the advertiser fails to provide service in accordance with the bid specifications and contract for advertisements, the advertiser shall be considered in breach of contract. Cancellation of the advertisement and/or enforcement of advertiser's performance bond may result.

No advertising space may be used, or re-sold, by the advertiser for the promotion, either directly or indirectly, of any business, organization, or enterprise other than the one defined in the original contract for advertisement.

The advertiser will protect, defend, and save harmless the board of education from any suits or actions of every nature and description brought against it by reason of the advertisement.

Reporting Requirements for Advertising on School Buses

The board of education shall submit a report to the Commissioner of Education no later than June 30th each year in which advertisements on school buses are permitted in the district. That report shall include the following information:

- A. The number of district-owned school buses upon which advertising has been placed;
- B. The length of time the advertisements have been on the school buses; and
- C. The total revenue earned by the school district as a result of the advertisements.

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(SE file code: 6163, 6164)

Key Words

Advertising on School Buses, Limitation on School Bus Advertisements

<b><u>Legal References:</u></b>	<u>N.J.S.A.</u> 18A:18A-1 <u>et seq</u>	Public School Contracts Law
	<u>N.J.S.A.</u> 18A:39-31	Contract for sale of adverting space on school buses, use of revenue
	<u>N.J.A.C.</u> 6A:27-7.10	Contracting for advertisements on school buses
	<u>N.J.A.C.</u> 6A:27-7.11	Limitations on content of advertisements on school buses
	<u>N.J.A.C.</u> 6A:27-7.12	Reporting requirements for advertisements on school buses

**Possible**

<b><u>Cross References:</u></b>	*3320	Purchasing Procedures
	*3326	Payment for goods and services
	*3327	Relations with vendors

ADVERTISEMENTS (continued)

\*Indicates policy is included in the Critical Policy Reference Manual.



CONTESTS FOR PUPILS (continued)

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

USE OF SCHOOL FACILITIES

The district facilities belong to the community, which paid for them for the primary purpose of offering a full educational program for its children. Prudent use and management of school facilities outside of the regular operating schedules--providing that such use does not interfere with the orderly conduct of a thorough and efficient system of education--allows the community to benefit more broadly from the use of its own property.

The board will permit the use of school facilities when such permission has been requested in writing and has been approved by the superintendent for:

- A. Uses and groups directly related to the school and the operations of the school;
- B. Uses and organizations indirectly related to the school;
- C. Departments or agencies of the municipal government;
- D. Other governmental agencies;
- E. Community organizations formed for charitable, civic or educational purposes.

The use of school facilities shall not be granted for the advantage of any commercial or profit-making organization, private social functions, or any purpose which is prohibited by law.

In the event the superintendent deems it advisable, any application may be submitted to the board of education for action.

The superintendent or board of education may refuse to grant the use of a school building whenever in their judgment there is good reason why permission should be refused.

Smoking is prohibited at all times in any district building or on school grounds. For purposes of this policy, "smoking" means inhaling the burning or vapor of a lighted cigar, cigarette, pipe, electronic smoking device or any other matter or substance which contains tobacco. Chewing tobacco is also specifically prohibited by this policy. No one may bring alcoholic beverages onto any school property. All facility use shall comply with state and local fire, health, safety and police regulations.

The buildings shall not be available for community use during holidays, vacation periods, or during the time school is not in session over the summer when the programs interfere with cleaning and maintenance schedules.

Use of school equipment in conjunction with the use of school facilities must be specifically requested in writing and may be granted by the procedure by which permission to use facilities is granted. The user of school equipment must accept liability for any damage to or loss of such equipment that occurs while it is in use. Where rules so specify, no item of equipment may be used except by a qualified operator.

Use of district equipment on the premises by nonschool personnel is limited to the equipment that is an integral part of the facility being used, i.e., the stage lights and piano in the auditorium, the basketball baskets in the gym. No district equipment shall be removed from the premises for use by nondistrict personnel.

The board shall require that all users of school facilities comply with policies of this board and the rules and regulations of this district. Each user shall present evidence of the purchase of organizational liability

USE OF SCHOOL FACILITIES (continued)

insurance to the limit prescribed by such rules.

Authorization for use of school facilities shall not be considered as endorsement of or approval of the activity, person, group or organization nor the purposes they represent.

Animals

Pets are not permitted on school grounds during or after school operational hours without the permission of the building principal. Off-leash dogs seen wandering around school grounds without an owner shall be reported to animal control.

Playgrounds

The board shall permit the playgrounds to be used as a recreational area by the community when school is not in session. The board reserves the right to limit the use of playground equipment and the hours when the playground may be used when it is in the interest of the safety of district residents and the integrity of the school facility.

The rules of conduct, which shall govern all persons who use the schools' facilities, shall be published and available to the community. Students and employees of the district who violate these rules will be subject to discipline. Any person who violates board policy may be requested to leave the school premises.

Vehicles and Motorized Toys

Because of the potential for hazard, no vehicles or toys that are powered by fuel or battery shall be brought onto the school grounds for any purpose that is primarily recreational, without the express permission of the principal. Such vehicles and toys include, but are not limited to, mini-bikes, mopeds, snowmobiles, motorized scooters, motorized model airplanes or other flying or driving toys, and rockets.

Any individual driving a car or motorcycle on school grounds shall operate their vehicle according to all traffic laws and drive or park in designated areas only. Vehicle operators violating board policy shall be reported to local law enforcement.

Political Activity

As used in this section, "school property" shall mean a building or buildings used for school operations.

Candidates for elective public office, holders of elected public office or their agent or representative are prohibited from soliciting campaign contributions on school property. No person shall make contributions, directly or indirectly, to or on behalf of any candidate for elective public office, or the candidate committee or joint candidates committee of any such candidate, while on school property.

This shall not apply to persons or groups reserving or renting school property for a nongovernmental purpose as a meeting location.

Any person in violation of this policy may be reported to the Election Law Enforcement Commission and liable to a penalty of not less than \$5000, for each violation.

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USE OF SCHOOL FACILITIES (continued)

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(SE file codes: 7480, 7490, 7510, 7513)

Key Words

Use of School Facilities, Use of School Equipment, District Facilities, Facilities Equipment

- Legal References:**
- N.J.S.A. 2C:33-16 Alcoholic beverages; bringing or possession on school property by person of legal age; penalty
  - N.J.S.A. 18A:11-1 General mandatory powers and duties
  - N.J.S.A. 18A:20-34 Use of schoolhouse and grounds for various purposes
  - N.J.S.A. 18A:54-20 Powers of board (county vocational schools)
  - N.J.S.A. 19:44A-19.1 Solicitation on state owned property prohibited; certain circumstances
  - N.J.S.A. 26:3D-55 et seq. New Jersey Smoke-Free Air Act
  - N.J.A.C. 6A:26-12.2(a)4 Policies and procedures for school facility operation
  - 20 U.S.C.A. 4071 et. seq. Equal Access Act
  - GOALS 2000: Educate America Act (Pro Children Act of 1994), Pub. L. 103-227
  - Every Student Succeeds Act of 2015, Pub. L. 114-95, 20 U.S.C.A. 6301 et seq.
  - Resnick v. East Brunswick Twp. Bd. of Ed., 77 N.J. 88 (1978)
  - Boy Scouts of America v. Dale, 120 S. Ct. 2446 (2000)
  - Good News Club v. Milford Central School, 121 S. Ct. 2093 (2001)

**Possible**

- Cross References:**
- \*1230 School-connected organizations
  - \*3514 Equipment
  - \*3515 Smoking prohibition
  - \*5131.1 Harassment, intimidation and bullying
  - \*6145 Extracurricular activities

\*Indicates policy is included in the Critical Policy Reference Manual.



**Policy**

LOCAL UNITS

The Camden City Board of Education wishes to cooperate as fully as possible with other community agencies that serve district students. Cooperation will include pooling resources and exchanging information with other community agencies. The superintendent shall seek to develop positive working relationships with community agencies, including but not limited to, police authorities, fire departments, New Jersey Division of Child Protection and Permanency (DCP&P), emergency room and/or squad, other school districts, and all other agencies providing services to district students.

In accordance with law, the district may accept or share the use of facilities or equipment with other local organizations. The terms of the acceptance or sharing shall be decided for each instance.

Police Authorities

It is the policy of the board to cooperate with law enforcement agencies in the interest of the larger welfare of all citizens and to be in compliance with current memorandum of agreement between education and law enforcement officials. At the same time, schools have a responsibility to parents/guardians for the welfare of their children while they are in school. To carry out these responsibilities, the administration is directed to follow the procedures developed to implement board policies, particularly those for policies numbered 5131.5, 5131.6, 5131.7, 5145.11 and 5145.12.

Fire Department

The superintendent shall seek input from local fire officials when course materials in fire safety are being reviewed and revised and when procedures for fire drills are formulated. The fire department should be kept up to date on changes in the school buildings and class arrangements so that, in the event of an emergency, they will be prepared. All fires shall be reported to the local fire department in compliance with law.

Division of Child Protection and Permanency (DCP&P)

Procedures for district cooperation with the Division of Child Protection and Permanency are included with those implementing policy 5141.4 Missing, Abused and Neglected Children.

Emergency Room/Squad

The superintendent shall establish procedures whereby the facilities of the local hospital emergency room and local ambulance/rescue squad may be called upon in implementing policies numbered 5131.6, 5141.1, 5141.6 and 6145.1/6145.2.

Cooperative Arrangements with Other School Districts

The board desires that strong lines of communication be maintained with other districts and institutions which provide programs, training, or services not available to children residing in this district, and with districts whose resident students are enrolled in programs in this district.

The district in which students are in attendance has responsibility and authority for those students. In order that those students receive maximum benefit from their program of studies, articulation between the cooperating institutions is essential.

Further, this school district shall cooperate with other school districts in the solution of common educational concerns. District staff under the direction of the superintendent shall participate in the coordination of such areas as research, exchange of information and data, coordination of curriculum, coordination of school

LOCAL UNITS (continued)

calendar and activities, and any others where it may be advantageous to serve a broader area than this school district. In carrying out this policy, the superintendent shall include in his/her reports to the board an evaluation of the desirability and feasibility of cooperation with other school districts.

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Key Words

Local Agencies, Local Units, Fire Department, Police Department, Emergency Room, Other School Districts, Division of Child Protection and Permanency, DCP&P

**Legal References:** N.J.S.A. 2A:4A-60 et al. Disclosure of juvenile information; penalties for disclosure  
N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:18A-11 Joint purchases by districts, municipalities; counties; authority  
N.J.S.A. 18A:20-4.2 Acquisition, improvement, lease, etc., of property for school purposes; authority of board of education  
N.J.S.A. 18A:20-9 Conveyance of unneeded real estate for nominal consideration; qualified recipients; reversion  
N.J.S.A. 18A:20-34 Use of schoolhouse and grounds for various purposes  
N.J.S.A. 18A:33-11.1 Breakfast after the bell program;  
N.J.S.A. 18A:35-4.29 Requirements for cardiopulmonary resuscitation (CPR) and automated defibrillator (AED) instruction  
N.J.S.A. 18A:36-25 Early detection of missing and abused children; policies of school districts  
N.J.S.A. 18A:38-30 Assistance of sheriffs, police officers, etc.  
N.J.S.A. 18A:40A-1 et seq. Instructional programs on substance abuse  
See particularly:  
N.J.S.A. 18A:40A-10, 11, -12, -15, -16, -17, -18  
N.J.S.A. 18A:40-12.6 Administration of epinephrine  
N.J.S.A. 18A:40-27.1 Provision of nursing services to preschool students  
N.J.S.A. 18A:40-41 Pamphlet on sudden cardiac arrest non-profit youth-serving organizations  
See particularly:  
N.J.S.A. 18A:40-41j  
N.J.S.A. 18A:41-1 Fire drills  
N.J.S.A. 18A:41-5 Reporting fires  
N.J.S.A. 18A:41-6 School security drills  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)  
N.J.S.A. 19:60-1.1 Procedure for moving the date of school elections  
N.J.S.A. 40:55D-8 et al. Municipal fees; exemptions  
N.J.S.A. 40A:65-16. Provisions of joint contract  
N.J.A.C. 5:70-2.5 Required inspections  
N.J.A.C. 5:70-2.24 Inspection of educational occupancies  
N.J.A.C. 6A:14-7.1 et seq. Receiving Schools

LOCAL UNITS (continued)

<u>N.J.A.C. 6A:14-8.1 et seq.</u>	Programs Operated by the Departments of Corrections and Human Services, and the Juvenile Justice Commission
<u>N.J.A.C. 6A:16-1.1 et seq.</u>	Student Development Programs
<u>See particularly:</u>	
<u>N.J.A.C. 6A:16-4.1(b)(c),</u> 5.2, 6.1, 6.2, 11.1	
<u>N.J.A.C. 6A:30-1.1 et seq.</u>	Evaluation of the performance of school districts
<u>N.J.A.C. 6A:32-9.1(c)</u>	Athletics Procedures (General requirements)

The New Jersey School Search Policy Manual, New Jersey Attorney General

A Uniform State Memorandum of Agreement Between Education and Law Enforcement Officials

**Possible**

<b><u>Cross References:</u></b>	*1330	Use of school facilities
	1420	County and intermediate units
	*1600	Relations between other entities and the district
	*3220/3230	State funds; federal funds
	*3320	Purchasing procedures
	*5125	Student records
	*5131.5	Vandalism/violence
	*5131.6	Drugs, alcohol, tobacco (substance abuse)
	*5141.1	Accidents
	*5141.4	Child abuse and neglect
	5141.6	Crisis intervention
	*5145.11	Questioning and apprehension
	*5145.12	Search and seizure
	*6114	Emergencies and disaster preparedness
	*6122	Articulation
	*6145.1/6145.2	Intramural competition; interscholastic competition
	*6172	Alternative educational programs
	*7110	Long-Range facilities planning
	7130	Relations with other governmental units

\*Indicates policy is included in the Critical Policy Reference Manual.

**Regulation**

LOCAL UNITS

**GENERAL STATEMENT**

The Camden City Board of Education shall foster with its community of parents a sense of wellbeing and confidence that each child is valued and will be protected from any form of threat or danger to their safety and wellbeing. Ensuring the safety and wellbeing of the students and staff requires cooperation between the district schools and community agencies. The superintendent shall establish positive working relationships with community agencies, including but not limited to, police authorities, fire departments, Division of Child Protection and Permanency, emergency room and/or squad, other school districts, and all other agencies providing services to district students.

**STAFF RESPONSIBLE**

The following chart lists the staff members responsible for the implementation of the regulation and summarizes their responsibilities:

Position	Summary of Main Responsibilities
Superintendent	<ul style="list-style-type: none"> <li>• General policy and procedure oversight within the district</li> <li>• Development and implementation of the Memorandum of Agreement for the school district</li> <li>• Designation of the liaison(s)</li> <li>• Contacting and being the liaison with law enforcement, local fire departments, DCP&amp;P, EMS and other school districts</li> <li>• Maintain contact information for police, EMS, fire department, DCP&amp;P</li> </ul>
Building principal	<ul style="list-style-type: none"> <li>• General procedure oversight within the school</li> <li>• Development and implementation of the Memorandum of Agreement for the school</li> <li>• Contacting and being the liaison with law enforcement, local fire departments, DCP&amp;P, EMS and other school districts</li> <li>• Maintain contact information for police, EMS, fire department, DCP&amp;P</li> <li>• Contact parents/guardians or emergency contact as appropriate</li> </ul>
School Nurse	<ul style="list-style-type: none"> <li>• Respond to any illness and injury</li> <li>• Determine if EMS shall be called and designate a staff member to make the call</li> <li>• Maintain emergency contact information of staff and students</li> <li>• Maintain contact information for police, EMS, fire department, DCP&amp;P</li> </ul>
Policy & Personnel Committee	<ul style="list-style-type: none"> <li>• Recommend to the Superintendent of Schools the mandated tasks, specific to drug and alcohol abuse, which are appropriately assigned to designated staff members with rationale for each recommendation.</li> </ul>

**PROCEDURES**

MEMORANDUM OF AGREEMENT (regulation continued)Law Enforcement Liaison

- A. The superintendent designates as a liaison to the county prosecutor's office and to the local law enforcement agency:
1. Principal;
  2. School social worker; or
  3. Other staff member.
- B. The roles and functions of the(se) liaisons are to:
1. Facilitate communication and cooperation;
  2. Identify issues or problems that arise in the implementation of this Agreement and facilitate the resolution of any such problems;
  3. Act as the primary contact person between the schools and the affected law enforcement agencies;
  4. Act together in developing joint training and other cooperative efforts, including information exchanges and joint speaking engagements;
  5. Coordinate drug and alcohol abuse and violence intervention and prevention efforts; and
  6. Consult on the review of school safety and security plans, pursuant to N.J.A.C. 6A:16-5.1, and the review of approved model policies of the School Security Task Force.

Local Law Enforcement and Memorandum of Agreement

The superintendent and each building principal shall establish an ongoing and cooperative relationship with the local law enforcement authority for each of the district schools.

The superintendent and each building principal shall ensure that emergency contact information for the local police department, the local fire department, emergency medical services (EMS) and the Division of Child Protection and Permanence (DCP&P) is maintained in each building office, updated annually and accessible in the event of an emergency.

Cooperation will include establishing a Memorandum of Agreement as required by law and the annual review of the agreement.

Annual Review Process for the Memorandum of Agreement

The superintendent and appropriate law enforcement officials shall annually review the Memorandum of Agreement (MOA) and revise the agreement as necessary. The annual review shall include the following:

- A. Discussion regarding the implementation of and the need for revising the MOA; and
- B. Review the effectiveness of the policies and procedures adopted by the board of education and implemented by the school district in accordance with the requirements in N.J.A.C. 6A:16-6 Law Enforcement Operations for Alcohol, Other Drugs, Weapons and Safety. Board policies for review and discussion shall include:
1. 5131.5 Violence and Vandalism
  2. 5131.6 Drugs, Alcohol and Steroids;
  3. 5131.7 Weapons and Dangerous Instruments;
  4. 5145.11 Questioning and Apprehension;
  5. 5145.12 Search and Seizure;
  6. 6114 Emergency and Disaster Preparedness.

The annual review shall include input from the executive county superintendent, community members (which may include board of education members) and meeting(s) with the county prosecutor and the law enforcement officials designated by the county prosecutor (see primary resource 1 MOA).

MEMORANDUM OF AGREEMENT (regulation continued)Signatures and Copies of the Memorandum of Agreement

The Memorandum of Agreement shall be approved by the following school and law enforcement officials:

1. President of the board of education;
2. Superintendent;
3. Chief(s) of the police department or the station commander(s), as appropriate;
4. Executive county superintendent; and
5. County prosecutor.

Fire Department

- A. Members of the local fire department play a vital role in the school safety program. It shall be the responsibility of the superintendent and each building principal to:
  1. Establish and maintain relationships with the local fire department;
  2. Work with his/her faculty staff and the local fire department in determining the nature and timing of the fire department's participation in the school program;
  3. Coordinate and supervise the planned activities and required drills.
- B. Annually, between July 1 and the opening of schools for the upcoming school year, the building principal is directed to seek the advice and cooperation of the local fire department(s) in the following matters:
  1. The planning and conduct of one fire drill and one school security drill each month prior to June 1 each year (N.J.S.A. 18A:41-1);
  2. The discussion shall focus on the individual procedures for each school in responding to fire and security drills as set forth in the "School Security Drill Checklist" (see primary resource 2) and the "Guide for Developing High-Quality School Emergency Operations Plans" (see primary resource 3).
  3. The development, in compliance with the New Jersey Student Learning Standards for Health and Physical Education, Standard 2.1, Strand D of regular courses of instruction in accident and fire prevention that are adapted to the understanding of the grades and classes (N.J.S.A. 18A:6-2);
  4. First aid, especially in fire related incidents;
  5. Steps needed to conform to all state and local fire codes;
  6. Each fire department shall be advised of any changes in the structural layout of the school, construction or remediation projects; and/or changes in use or application of the facility so as to assist in the fire department's planned activities and required drills;
  7. The meeting shall result in the revision or additions to the school's emergency preparedness plan, which shall be submitted to the superintendent, who shall confidentially present each school's plan to the board of education for adoption.

Division of Child Protection and Permanency

Annually, the superintendent/designee shall attend a meeting with the local branch of the Division of Child Protection and Permanency ("DCP&P") and the Office of Adolescent Services ("OAS") to review procedures to ensure the safety, permanency, and well-being of the children and families of the district. The agenda of the meeting shall include, but not be limited to the following:

- A. Changes/revisions to reporting procedures and contact information;
- B. Standard investigatory steps and anticipated timelines;
- C. Coordination of services to children and families of the district;
- D. The sharing of resources and provision of coordinated services to students who have been removed from their general education by DCP&P and are transitioning back into the district;

MEMORANDUM OF AGREEMENT (regulation continued)

- E. Consultation with the Institutional Abuse Investigation Unit to determine needs of that unit and ways in which the district can assist in the investigation.

(See board policies and procedures 5141.6 Child Abuse and Neglect and 5142 Student Safety for district reporting obligations.)

Emergency Medical Services

- A. The school nurse shall maintain accurate documentation of the emergency contact information for each student. This documentation shall be updated annually;
- B. The school nurse shall keep an accurate and accessible record of local emergency medical services, DCP&P, police and fire department contact information;
- C. All accidents and injuries shall be reported to the school nurse. The school nurse shall be responsible for examining all reported accidents and injuries according to board policies and procedures 5141.1 Accidents and 5141.2 Illness;
- D. Annually, the school nurse shall meet with the local health department to discuss any existing or anticipated outbreaks of communicable diseases and the coordinated response to same. The attendees shall also consider the coordination of immunization services and the coordinated distribution of appropriate health information to students and parents via flyers and speakers or other means, and the required reporting of communicable diseases.
- E. The school nurse shall also be responsible for maintaining contact with emergency responders to facilitate services and communication in the event of an emergency.

Emergency Medical Services

The superintendent shall oversee the annual review of state departments and agencies that are currently providing or are anticipated to provide services to students enrolled within the district. Such review shall result in the identification of associated departments or agencies, and in outreach to each department or agency to consult in the coordination of services in the case of an emergency or crisis situation and resources available to affected students.

**REGULATION HISTORY**

NJSBA Review/Update;           October 2019  
 Effective Date:                   January 3, 2020  
 Reviewed/Revised:

**CROSS REFERENCES**

- 5131.5       Vandalism and Violence
- 5131.6       Substance Abuse
- 5131.7       Weapons and Dangerous Instruments
- 5141         Health
- 5141.1       Accidents
- 5141.2       Illness
- 5141.4       Child Abuse and Neglect
- 5142         Safety (covers missing children)
- 5145.11      Questioning and Apprehension
- 5145.12      Search and Seizure

**Primary Resources**

- 1             New Jersey Department of Education Guidance/Memorandum of Agreement

MEMORANDUM OF AGREEMENT (regulation continued)

- 2 School Security Drill Checklist
- 3 Guide for Developing High-Quality School Emergency Operations Plans



**Policy**

RELATIONS BETWEEN OTHER ENTITIES AND THE DISTRICT

The Camden City Board of Education believes that cooperation between the schools and other organizations concerned with youth, career development and mental health will enhance the opportunities of the district's students. Such cooperation will also enable the district to serve its students better through appropriate referrals as in substance abuse programs, special needs, etc. The superintendent is encouraged to explore areas of mutual concern with the administrative officers of such organizations and to recommend desirable courses of action.

The board directs the superintendent to seek and maintain working relationships with local colleges and universities in such areas as student teaching, inservice staff development and advanced placement.

It is of particular importance to establish and maintain close working relations with trades, businesses and industries which provide members for advisory committees and are possible sources of career placements for our students.

New Jersey Student Learning Standards

The board shall encourage the active involvement of representatives from the community, business, industry, labor, and higher education in the development of educational programs aligned with the New Jersey Student Learning Standards.

The board shall make reasonable efforts to develop articulation agreements with New Jersey colleges and universities to facilitate the delivery of college credit courses to qualified high school students, with the understanding that these credits shall be accepted at all public New Jersey higher education institutions.

Charter Schools

The board shall follow all procedures in code and statute when a charter school is proposed for the district or when district students would be eligible to attend a charter school in another district.

Donations to Private Organizations

The authority for a board of education to expend public funds is derived from the constitutional mandate to "provide for the maintenance and support of a thorough and efficient system of free public schools." The donation of moneys to any private organization, regardless of the merits of that organization's purposes, is not within the authority of the board and is, therefore, prohibited.

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Readopted:	January 3, 2020

(SE file code: 9500)

Key Words

Other Entities and the District, Relations Between Other Entities and the District, Donations to Private

RELATIONS BETWEEN OTHER ENTITIES  
AND THE DISTRICT (continued)

## Organizations

<b>Legal References:</b>	<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
	<u>N.J.S.A.</u> 18A:17-14.1	Appointment of school business administrators; may act as secretary; duties, etc.
	<u>N.J.S.A.</u> 18A:17-15	Appointment of superintendents; terms; apportionment of expense
	<u>N.J.S.A.</u> 18A:17-24.1	Sharing of personnel by school boards
	<u>N.J.S.A.</u> 18A:20-9	Conveyance of unneeded real estate for nominal consideration; qualified recipients; reversion
	<u>N.J.S.A.</u> 18A:20-34	Use of schoolhouse and grounds for various purposes
	<u>N.J.S.A.</u> 18A:36A-1 <u>et seq.</u>	Charter schools
	<u>N.J.S.A.</u> 18A:54-20	Powers of board (county vocational schools)
	<u>N.J.S.A.</u> 18A:58-37.1 <u>et seq.</u>	Textbook aid to public and nonpublic schools
	<u>N.J.S.A.</u> 18A:61C-1	Program promoting cooperation between high schools and institutions of higher education; establishment; objective; increased availability of college-level instruction; scope
	<u>N.J.S.A.</u> 18A:61C-4	Program providing college credit courses for high school students on high school campuses; establishment
	<u>N.J.S.A.</u> 40A:65-1 <u>et seq.</u>	<u>Uniform Shared Services and Consolidation Act</u>
	<u>N.J.S.A.</u> 52:14-15.9cl <u>et seq.</u>	<u>Public Employees Charitable Fund-Raising Act</u>
	<u>N.J.A.C.</u> 6A:8-3.1(a)2	Curriculum and instruction
	<u>N.J.A.C.</u> 6A:8-3.3(a)	Enrollment in college courses
	<u>N.J.A.C.</u> 6A:11-1.1 <u>et seq.</u>	Charter Schools
	<u>N.J.A.C.</u> 6A:14-7.1 <u>et seq.</u>	Receiving Schools
	<u>N.J.A.C.</u> 6A:16-1.1 <u>et seq.</u>	Student Development Programs
	<u>See particularly:</u>	
	<u>N.J.A.C.</u> 6A:16-4.1(a)(b), -4.2(a)	
	<u>N.J.A.C.</u> 6A:23A-20.1 <u>et seq.</u>	Ownership and storage of textbooks
	<u>N.J.A.C.</u> 6A:30-1.1 <u>et seq.</u>	Evaluation of the performance of school districts
	<u>Zelman, Superintendent of Public Instruction of Ohio, et al. V. Simmons-Harris et al.</u> , 536 U.S. (2002)	

New Jersey Constitution, Article VIII, Section III, pars. 2 and 3, Section IV, par. 1

**Possible**

<b>Cross References:</b>	1320	Participation in out-of-school community activities
	*1322	Contests for students
	*1330	Use of school facilities
	*1410	Local units
	1420	County and intermediate units
	1500	Relations between area, county, state, regional and national associations and the district
	*2131	Superintendent
	*3280	Gifts, grants and bequests
	*4122	Student teachers/interns
	*5131.6	Drugs, alcohol, tobacco (substance abuse)
	5141.6	Crisis intervention

RELATIONS BETWEEN OTHER ENTITIES  
AND THE DISTRICT (continued)

*5200	Nonpublic school students
*6010	Goals and objectives
*6122	Articulation
6141.5	Advanced placement
*6142.4	Physical education and health
*6146	Graduation requirements
*6162.4	Community resources
*6171.2	Gifted and talented

\*Indicates policy is included in the Critical Policy Reference Manual.

**Policy**

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CORPORATE SPONSORS

The Camden City Board of Education desires to provide optimal financial support for the essential needs of its schools. Therefore, the Camden City Board of Education shall consider proposals from corporate sponsors for financial and material support for district programs. A corporate sponsor shall mean a nonschool sponsored person and/or organization that provides support to the school district through financial or material means in exchange for recognition and/or acknowledgement.

School-business relationships based on sound principles and community input can contribute to high quality education. However, compulsory attendance creates an obligation for the school district to protect the welfare of students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

A. Consistency with district academic standards and goals

All corporate support or activity shall be consistent with State, district, and school academic standards and goals. Commercial involvement must also be structured to meet identified educational needs, not commercial motives.

B. Consistency with board nondiscrimination policies (2224, 4111.1/4211.1, 6121) and age-appropriateness

All corporate support or activities must be consistent with Camden City School District policies prohibiting discrimination on the basis of race, color, national origin, ancestry, age, sex, affectional or sexual orientation, gender identity or expression, marital status, domestic partnership status, familial status, pregnancy, pregnancy related disability, liability for service in the Armed Forces of the United States, nationality, atypical hereditary cellular or blood trait of any individual, genetic information, or refusal to submit to a genetic test or make the results of a genetic test known, in employment or in educational opportunities. Further state and federal protection is extended on account of disabilities, social or economic status, pregnancy, childbirth, pregnancy-related disabilities, actual or potential parenthood, or family status. All corporate support or activities shall be age-appropriate for the students involved.

C. Certain corporate support or activity prohibited

No corporate support or activity will be permitted in the district or in the schools that:

1. Promotes the use of illicit drugs, alcohol, tobacco, or firearms;
2. Promotes hostility, disorder, or violence;
3. Attacks or demeans any ethnic, racial, or religious group;
4. Is libelous;
5. Promotes any specific religion;
6. Promotes or opposes any political candidate or ballot proposition;
7. Inhibits the functioning of any school.

D. The district must control the curriculum

District personnel must retain the discretion on how or whether to integrate commercially sponsored or provided material or programs into the curriculum. Also, school activities shall not be about a commercial sponsor, e.g., students shall not be required to make art projects or write essays primarily about sponsors.

E. Parents shall be consulted

CORPORATE SPONSORS (continued)

Parents and community members shall be consulted in the decision-making process, and be well-informed about the nature and extent of commercial activity in the schools. Information can be via letter and public announcements in newspapers, school and PTA newsletters, school websites, etc.

Definitions

## A. Advertising

Advertising is an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising. Also, nothing in this policy or procedure is intended to limit announcements, information, or logos of school-related non-profit corporations, such as the parent teacher association, other parent teacher organizations, or the education foundation.

## B. Sponsorship

Sponsorship is an agreement between a school district, or a site based or parent based group with an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

## C. Partnership

A partnership is an agreement between the school district and a private entity, wherein the basis and the terms of the relationship are set by the school district, and agreed upon by the private entity, or reached mutually. Frequently a partnership is less formal than a contractual relationship. The school district should not be required by the partnership to sell products to students, expose students to advertisements during school time, or place advertising on school property. Partnerships should be of a non-exclusive nature, and should not adversely affect or distract from the instructional mission of the school.

## D. Sponsored Educational Materials

Sponsored educational materials, are educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations with significant corporate backing. These materials are intended for use or distribution at schools, and can be intended for use as either primary or supplemental curriculum.

## E. Electronic Media

Electronic media is any type of instruction that happens during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.

Specific Limitations on District and School Based Advertising

## A. Students shall not be required to view advertising

Students shall not be required to observe, listen to or read commercial advertising in the school-building except as follows:

1. Advertising is permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school to decide whether the lessons related to advertising are appropriate;
2. Advertising is permitted in yearbooks, school newspapers, and event programs;
3. Advertising is permitted in such supplementary classroom and library materials as newspapers,

CORPORATE SPONSORS (continued)

magazines, television, the internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool;

4. Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures regarding such things as sports camps, music lessons, and tutors, shall be permitted, provided that the principal or designee reviews the material in advance.

B. Limits on promotional information in curriculum materials

The district shall not purchase or use any sponsored educational materials that contain promotional information about a product, service, company, or industry that is inappropriate to the lesson being taught in the content of the curriculum.

C. Students shall not be required to advertise

No corporate relationship shall be permitted which requires students to advertise a product, service, company, or industry. This prohibition on student advertising includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the uniform and equipment manufacturer or supplier. Specific limitations on the use of logos are set forth below.

D. Limits on collecting personal information

Neither the district nor any school shall require students to complete surveys to provide marketing information to vendors, or distribute to vendors any personal information of students, including, but not limited to names, addresses, and telephone numbers, except as may be required by law. In addition, neither the district nor any school shall enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

Logos and Sponsorship

- A. Advertising may be permitted on scoreboards, reader-boards, building facades, walls, or floors, or district athletic fields only with board approval and according to board policy.

B. Logos for identification only

All company logos appearing on district property, including logos on materials, supplies, or equipment purchased, rented, or leased by or donated to the district, shall be for product or sponsor identification purposes only. Logos for sponsor identification purposes shall not be permitted on district property, materials, supplies, or equipment for the purpose of advertising to students. School-based personnel shall be the primary decision-makers in the schools regarding whether a sponsor identification logo is for identification or advertising purposes. In determining whether the logo is for identification or advertising, the following criteria should be used: the size and location of the logo, the attention drawn to the logo compared with the intended use of the material, and the age of the students who will view it.

Vending machine facades shall not be used for advertising. The name and logo of product manufacturers, such as the soft drink makers, can appear if they are for identification purposes only.

C. Sponsor recognition

It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of the corporate name or a logo for identification purposes on the product or materials provided, or a written acknowledgment in an appropriate school publication. In unique cases and with board approval, the corporate name can attach to a program. Corporate recognition in the form of name plates or donor walls shall be board approved.

CORPORATE SPONSORS (continued)Implementation

Proposals for school-business partnerships shall be submitted in writing and reviewed by the superintendent and only those proposals that are consistent with the standards set forth in this policy shall be brought before the board for review and approval. All school-corporate partnerships shall be approved by the board.

In the event there are competing proposals for the same or similar sponsorship, the board will review the superintendent's recommendation to the board. All corporate sponsorship proposals recommended by the superintendent will be discussed at a public board meeting with the proposal being included on the board meeting agenda.

A corporate sponsorship shall not exceed one year in duration and will not be approved by the board in excess of the one year period. At the conclusion of this approved period, and if the sponsor desires to continue the sponsorship, an updated sponsorship proposal must be prepared by the sponsor and submitted to the superintendent for approval by the board for another year. There shall be no expectation a corporate sponsorship will be renewed beyond the board approval dates. There shall be no limit to the number of times the board approves the updated sponsorship proposal.

The school district will appropriately acknowledge the organization's contribution to the school district. The acknowledgment may include a public address announcement at an activity, signage at the activity or on school grounds, or through other reasonable means, posting of signs identifying the sponsor shall not be considered the district's endorsement of the product or service of a company.

Acceptance of Corporate Sponsorships

Any sponsored or donated material, equipment, personal property or other benefit derived by the district through corporate sponsorships will be held to the same standards used for district purchases. Corporate sponsorship proposals that provide gifts, grants, and donations to the school district shall be accepted in accordance with board policy 3280 Gifts, Grants and Donations.

All corporate sponsorship proposals presented and approved by the board shall be consistent with all district collective bargaining agreements, competitive bidding and purchasing laws, district policy and regulations, and all applicable federal and State laws, administrative codes, rules, and regulations.

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(SE file code:)

Key Words

Special Interest Groups, Corporate Sponsors, Advertise, Advertiser, Advertisement, Promotional

<b>Legal References:</b>	<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
	<u>N.J.S.A.</u> 18A:20-34	Use of schoolhouse and grounds for various purposes
	<u>N.J.S.A.</u> 18A:36-34	Written approval required prior to acquisition of certain survey information from students
	<u>N.J.S.A.</u> 18A:42-4	Distribution of literature as to candidacy, bond issues or public question to be submitted at election; prohibited
	<u>N.J.S.A.</u> 19:34-6	Prohibited actions in polling place on election day, exception for simulated voting
	<u>N.J.S.A.</u> 19:34-15	Electioneering within or about polling place; disorderly persons offense

CORPORATE SPONSORS (continued)

- N.J.S.A. 19:44A-19.1 Solicitation on state owned property prohibited; certain circumstances
- N.J.S.A. 26:3D-55 et seq. New Jersey Smoke-Free Air Act
- N.J.S.A. 18A:54-20 Powers of board (county vocational schools)
- N.J.A.C. 6A:26-12.2(a)4 Policies and procedures for school facility operation
  
- 20 U.S.C.A. 4071 – 4074 – Equal Access Act
  
- 34 CFR 98.1 - Pupil Protection Rights Amendment

**Possible**

- Cross References:**
- \*1100 Communication with the public
  - \*1140 Distribution of materials to students and staff
  - \*1230 School-connected organizations
  - \*1314 Solicitation
  - \*1315 Distribution of materials to students and staff
  - \*1330 Use of school facilities
  - \*3280 Gifts Grants abd Bequests
  - 5136 Fund-raising activities
  - \*6142.10 Internet safety and technology

\*Indicates policy is included in the Critical Policy Reference Manual.