

K – GENERAL PUBLIC RELATIONS

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GOALS AND OBJECTIVES

The Board shall interpret the education program to the people and invite discussions and suggestions on important education policies, and shall attempt, at all times, to represent the entire community.

Objectives of the Board shall be:

- A. To develop citizen understanding of the School System in all aspects of its operations.
- B. To determine how the citizenry feel about the School System and what it wishes the School System to accomplish.
- C. To develop citizen understanding of the need for adequate financial support for a sound education program.
- D. To help citizens assume a more direct responsibility for the quality of education the School System provides.
- E. To earn the good will, respect, and confidence of the citizenry in the personnel and services of the School System.
- F. To bring about citizen understanding of the need for improvement and what must be done to facilitate essential change.
- G. To involve citizens in the work of the Board and the solving of its education problems.
- H. To invite the assistance, cooperation, and understanding of elected and appointed local officials and committees in the development of education programs and facilities.
- I. To promote a genuine spirit of cooperation between the Board and community in sharing leadership for the improvement of the community and the schools.

PUBLIC INFORMATION PROGRAM

The Superintendent will be responsible for the development and implementation of an effective public information program. Such program is to be on a coordinated and continued basis and be representative of all facets of the total school operation.

Public's Right to Know

The Board will support the use of an many channels of communication as is possible and practical to inform the public about the operation of the School System.

School-Sponsored Information Media

One of the most effective information dissemination devices is direct communication between the home and the school. The Board encourages the utilization of technology (i.e. internet, e-mail), phones, newsletters, annual reports, and frequent school memos in getting information to school patrons and parent(s) / legal guardian(s).

NEWS MEDIA RELATIONS

The Board desires for school-media relations to be of the highest standard with a spirit of mutual understanding and trust existing between the Board and the School System and all media representatives.

News Releases

Information for possible news releases will be forwarded to the Superintendent's Office for approval and release to the media.

Requests for information which involves the interpretation of Board policies will be referred to the Superintendent's Office for interpretation, clarification, and dissemination.

News Conferences and Interviews

News conferences and interviews will be authorized by the Board and/or the Superintendent of Schools.

Board Meeting Coverage

The Superintendent or his/her designated representative will make provision for adequate dissemination of information to the public covering Board action.

Press Services

The Superintendent or his/her designated representative will provide accommodations for press services at all Board meetings, except executive sessions, and will make available pertinent material at the meetings. Sufficient materials will be provided as necessary to provide full coverage.

Audio and/or Video Taping and Broadcasting

The Board reserves the right to control audio and/or visual broadcasting and taping of meetings. The Superintendent or his/her designated representative may make a taped recording of the meeting for official Board use. Permission to tape or broadcast a meeting must be obtained from the Superintendent or his/her designated representative prior to the day of the meeting.

Sports and Special Events Coverage

The Superintendent will designate personnel, who will, as a part of job responsibility, maintain effective liaison with news media representatives for the purpose of adequately publicizing school sports and special events.

Press Services

Provisions will be made by school personnel for press services at school sports and special events when such activities warrant press coverage.

Broadcasting and Taping

The audio and/or video broadcasting and taping of school sports and special events is authorized by the Board under the following conditions:

- A. Approval for such audio and/or video broadcasting and taping to be through the Superintendent / designee.
- B. Rules for such coverage as established by the New Mexico Activities Association must be followed.
- C. No expense for such coverage will be incurred by the Board.
- D. There will be no videotaping or filming on school grounds or of school activities by commercial enterprises.

SPEAKER SERVICES

The Board approves of and encourages school personnel to speak to the public about programs in the Hobbs Municipal Schools. The Superintendent will inform the public that such speakers are available from the School System.

INFORMATION CAMPAIGNS

The Board approves of infrequent campaigns which are designed to impart specific knowledge about the School System or its needs. However, a continuing effective information program, from the schools to the community, is preferred by the Board.

USE OF STUDENTS

The use of students in interpreting the education program of the schools to the community shall be encouraged, with the understanding that:

- A. Students shall not be exploited for the benefit of any individual or group.
- B. Students shall participate only in appropriate activities as approved by the building principal.
- C. The use of students shall always be evaluated in terms of the effect on the child and the instruction program.
- D. Students shall not solicit nor promote School District issues without the approval of the Superintendent's Office.

COMMUNITY INVOLVEMENT IN DECISION MAKING

Residents of the District who are especially qualified because of training, experience, or special talents shall be encouraged to take an active part in school affairs. Such persons shall be invited to act as advisers, individually and/or in groups, in areas such as the following:

- A. Clarifying the general ideas and attitudes held by residents of the District.
- B. Developing Board policies under which the School System is to be managed.
- C. Establishing administrative arrangements and regulations designed to implement the above policies.
- D. Determining the purposes of courses of study and special services to be provided for students.
- E. Evaluating the extent to which the above purposes are being achieved by present practices.
- F. Giving active assistance to the professional staff in the actual operation of classes and services, when and where the staff deems such aid valuable.
- G. Solving a specific problem or set of closely related problems about which a decision must be made.
- H. Operating agencies outside the regular School System that have a direct bearing on the educational or school program.

Advisory Committees

The Board may appoint citizen groups for assistance and counsel. The following rules will apply:

- 1. All such groups will be broadly representative of the community.
- 2. Recommendations from such groups will be based upon research and facts.

3. Recommendations from such groups will be submitted to the Board and the Board alone will have the authority to act upon them.

Policies and Rules Development Involvement

The Board may utilize its Advisory Committee for policy review purposes when community reaction to an existing or proposed policy is desired.

Budget Preparation

The Board will seek public participation and opinion in budget development. Such participation will be sought from existing committees and agencies.

STAFF COMMUNITY RELATIONS

The Board will employ personnel who are specialists in the field of education to staff the School System. The Board advises, however, that the task to be accomplished in the community by the professional school staff is not limited to the classroom. The Board urges every staff member to become an active participant in community affairs and to set an example of good citizenship.

STAFF PARTICIPATION IN COMMUNITY ACTIVITIES

The Board provides opportunities for staff members to be absent during duty hours for participation in certain community obligations. Further, the Board encourages each staff member to participate in community activities to the extent that a worthwhile contribution can be made and the basic duties and responsibilities of the staff member are not overlooked or compromised.

Each employee has the privilege and the responsibility of taking an active part in community life. Each employee shall keep in mind that his/her first obligation is to the students of the School District.

STAFF PUBLIC APPEARANCES

Staff members appearing before the public or professional groups may not speak for the Board unless specifically authorized to do so. This policy is not to prohibit school personnel from speaking on behalf of the School District in order to present information about programs.

SOLICITATIONS

The Superintendent will extend every effort to make sure that staff members are not disturbed during the duty day by solicitors, and, in turn, will encourage staff members to refrain from solicitations which involve the School District.

Solicitations by Staff

Solicitations by staff members must have prior approval of the Superintendent.

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STUDENT COMMUNITY RELATIONS

It is the aim of the Hobbs Municipal Schools to have displayed to the public at all times, a proper standard of morals, conduct, dress, attitudes, courtesy and friendliness on the part of the students, which will be above reproach or criticism.

The public will judge our schools on the basis of any or all of these characteristics as found, or not found, in each student at all times.

Conduct of students is the joint responsibility of the student, home, school, and community, and for any of these to blame the other for student behavior is simply evading the issue. Each is obligated to work with the other in seeing that Hobbs' students do respect authority and do observe high standards of personal conduct.

COMMUNITY ACTIVITIES AND PERFORMANCES

The following points will be used by school personnel in determining whether or not pupils may participate in community activities during school hours:

- A. The participation in the project will not deprive students of time needed in acquiring basic skills.
- B. The regular schedule will not be interrupted unless the majority of the students benefit through participation.
- C. Neither an individual nor the school as a whole shall be permitted to use school time in working on community sponsored projects unless such an undertaking is contributing to the education program.

STUDENT PERFORMANCES

Public performances for students and student groups are to be supervised by school personnel when such performances are school sponsored or school related.

ASSEMBLIES FOR STUDENTS

Each school unit will provide educational experiences outside the classroom through the use of student assemblies. Programs for such assemblies may draw the community; however, community individuals, groups, or organizations must have the permission of the Superintendent before offering an assembly proposal to the principal of a school unit.

GIFTS AND SOLICITATIONS OF STUDENTS

The District shall strive to safeguard the students and their parent(s) / legal guardian(s) from money-making plans of outside organizations, commercial enterprises, and individuals. This policy applies to ticket sales and sales of articles or services, except those directly sponsored or handled by District authorities.

Outside organizations shall not be permitted to advertise events through the school or use students to sell tickets, except those jointly school-sponsored, or school-approved parent-teacher activities. All information, advertising, tickets, and other materials must carry the name of the sponsor.

The Board's name shall not be used on any materials, notices, nor advertising without the specific consent of the Board.

Solicitation of Students

No organization may solicit funds from students without the approval of the Superintendent. Distribution of materials to Hobbs students to take home or for any purpose other than those materials which, in the judgment of the Superintendent, are in the best interest of the School District or the students is not permitted.

Solicitations by Students

Students are not to solicit funds, goods, or materials in the name of the School District unless specifically approved to do so on a project basis by the Superintendent.

INTERVIEWS WITH STUDENTS
(Excluding Job Interviews)

A student may not be interviewed during school hours by any person, except an employee of the Board, without the approval of the principal and parent(s) / legal guardian(s).

No interviews shall be granted unless it is deemed essential to the welfare of the child or as may be required by court order. An employee of the Board shall be present during such interview.

COMMUNITY INSTRUCTIONAL RESOURCES

Community resources will be utilized where possible and practical to complement the instruction program.

Community Resource Guide

The professional staff will develop community resource guidelines which assure the most beneficial use of these resources.

Field Trips and Excursions

Educational field trips which are a part of, or culmination of, a unit of study may be authorized by the Superintendent.

Use of Community Resource Persons

This community has many qualified persons with backgrounds and experience which can and should be shared with the School District. The professional staff will develop guidelines for the use of such individuals in the School District.

School Volunteers

The use of adult school volunteers is authorized by the Board provided very specific procedures and standards are developed and followed by the professional staff.

USE OF SCHOOL FACILITIES

School facilities may be used by the community under controlled circumstances.

The Superintendent will design a procedure whereby certain facilities may be made available to the public.

Buildings and Grounds

Individuals, groups, or organizations desiring to use school buildings or grounds must make application to the Superintendent. The area designated for use will be at the discretion of the Superintendent. The instructional program will retain first priority in use of school buildings and grounds.

Equipment

School equipment was purchased with tax funds and is intended for use in the instructional program. Under very limited situations, equipment may be loaned to responsible groups or organizations. The instruction program will retain first priority on equipment. The business manager will be responsible for equipment on loan.

Services

Where practical, the School District will share services with responsible groups and organizations. If appropriate, charges will be made for such services. The instructional program will retain first priority over School District services.

JOINT USE AGREEMENTS

The Board may enter joint use agreements with the City of Hobbs on school-owned facilities and grounds. Such agreements will be to the best interests of the School District and the community. The instructional program will retain priority in both utilization and design of any joint use property.

Such agreements will meet all legal requirements of applicable governing agencies. Specific provisions will be included as concerns the following:

- A. Design
- B. Original Cost
- C. Utilization (supervision, time, duration, etc.)
- D. Maintenance and Replacement
- E. Utilities (when applicable)
- F. Liability

PUBLIC GIFTS

By state statute the Board is empowered to accept gifts for the School District...."accept or reject any charitable gift, grant, device, or bequest. The particular gift, grant, device, or bequest accepted shall be considered an asset of the School District or the public school to which it is given."

Awards and Scholarships

Students selected by reputable organizations to receive awards and scholarships are a positive reflection upon the School District. School personnel will provide every opportunity for deserving students to receive recognition for achievement. Such awards and scholarships shall not jeopardize a student's standing with the New Mexico Activities Association or his/her standing as an amateur.

Contests for Students

The Board discourages the participation of students in contests sponsored by outside groups. However, the Superintendent will establish directions for school personnel to follow in participating in contests which are of an educational value such as Americanism essays, spelling bees, and scholarship projects.

Gifts to Students

School personnel may give token gifts to students. Such gifts should be presented with no conditions attached, and if given during the school day, should be given to every student in a given room.

Gifts to students from other individuals, groups or organizations may be accepted if presented in good taste and do not violate school policies relating to advertising and do not violate New Mexico Activities Association rules.

Legal Reference: 77-4-2, NMSA, 1953

Gifts to Staff Members

Staff members will exercise good judgment in accepting gifts in connection with school duties. Such gifts, if accepted, shall be token in nature.

Gifts to Schools

The School District and individual school units may accept gifts under the conditions of KH.

FREE MATERIALS DISTRIBUTION IN SCHOOLS

It is not permissible to distribute materials to students to take home or otherwise use, other than those materials which, in the judgment of the Board or the Superintendent, are in the best interests of the School District and students.

Political Campaign Materials

Political literature may not be distributed through the school to students or sent home to parents. Political literature may not be placed in teachers' boxes, lounge, or on school premises.

ADVERTISING IN THE SCHOOLS

The School District is frequently requested by individuals, firms, groups, or organizations to be allowed to contribute items or goods for use by the school or students that contain some form of advertisement. The Superintendent will control the following:

1. School Facilities: as a means of advertising or promoting any commercial enterprise, product, or project.
2. School Personnel and/or Students: It is not permissible to distribute advertising materials to employees or students unless written prior approval of the Superintendent is obtained.

KJ ADMINISTRATIVE
RULES & REGULATIONS

HOBBS MUNICIPAL SCHOOLS ADVERTISING POLICY

1. Advertising opportunity will be provided to the business community of Hobbs.
2. Local advertising will take precedence.
3. Contacts for advertising should be limited to authorized school personnel approved by the Superintendent.
4. Proposed advertising will initially be screened by the Superintendent of Schools / Screening Committee.

PUBLIC SALES ON SCHOOL PROPERTY

School property will not be used for public sales unless such sales are sponsored by the School District or the Superintendent has granted permission for such sales on a specific project basis.

School Advertising

The School District may sell advertising ads to the merchants of Hobbs for the following projects: (i) the High School Newspaper, (ii) the High School Annual, and (iii) the High School Athletic Programs. Such projects are to be under the direction of the High School Principal.

Sponsors of Broadcasts

Radio and television broadcasts of school activities will be sponsored by firms whose products or services are compatible with the interests of the School District.

PUBLIC USE OF SCHOOL RECORDS

Certain School District records are open for public inspection. These records are: (i) Board Minutes, (ii) Board Financial Records, and (iii) Board Fiscal and Business Records. Use of such records must be through the Superintendent or his/her designated representative.

VISITORS TO THE SCHOOLS

School patrons and parent(s) / legal guardian(s) on legitimate business are encouraged to visit the School District.

All visitors must first check in at the front desk of each school unit prior to any visitation.

All visitors must sign in upon arrival. All visitors will be provided a "Visitor" badge. Visitors must sign out and return the "Visitor" badge after such visitation is complete.

Unauthorized visitors may be charged with trespassing.

COMPLAINTS

Board members shall refer persons making complaints about the schools, or any phase of the total school operation, to the appropriate administrative officer.

The Board will hear complaints which have not been resolved through appropriate administrative channels.

