

Community Relations

Communication with the Public

The Board of Education appreciates the importance of community involvement and therefore shall strive to keep the community informed of developments within the school system in timely and understandable ways.

The Superintendent or designee shall use all available means of communication to keep the public aware of the goals, programs, achievements and needs of our schools. Members of the community shall have opportunities to become involved in the schools and to express their interests and concerns.

The district shall seek to communicate in ways that accommodate the needs of all members of the public, including the visually or hearing impaired, those whose primary language is not English, and those unable to read.

The Superintendent or designee shall provide multiple opportunities for members of the public to give input on district and school issues and operations. Community members are encouraged to participate on district and school committees, provide input at Board meetings, submit suggestions to district staff, use the district's complaint procedures as appropriate, and become involved in school activities.

Prohibition Against Mass Mailings at Public Expense

No newsletter or other mass mailing, as defined in Government Code 82041.5 and 2 CCR 18901, shall be sent by the district at public expense if such material aggrandizes one or more Board members. The name, signature, or photograph of a Board member may be included in such materials only as permitted by 2 CCR 18901.

Any newsletter or mass mailing regarding ballot measures, candidates, legislative activities, or any other campaign activities shall be sent and distributed in accordance with law and Board Policy.

The Board of Education shall strive to:

1. Assure that all people within the district have full access to information concerning programs and policies.
2. Determine the public's reaction to the policies and programs anticipated or now carried out in the district.
3. Create and maintain an atmosphere of welcome public involvement in all district affairs.

4. Recognize that the schools belong to the community and cannot be separated from it.
5. Create and maintain an atmosphere of mutual understanding and respect for children and adults residing, studying or employed within the District.
6. Maintain communication as a two-way process.

Legal References: EDUCATION CODE

7054 Use of district property or funds re: ballot measures and candidates

35145.5 Board meetings, public participation

35172 Promotional activities

38130-38138 Civic Center Act

48980-48985 Parental notifications

GOVERNMENT CODE

54957.5 Meeting agendas and materials

82041.5 Mass mailing

89001 Newsletter or mass mailing

CODE OF REGULATIONS, TITLE 2

18901 Mass mailings sent at public expense

18901.1 Campaign-related mailings sent at public expense

CODE OF FEDERAL REGULATIONS, TITLE 28

35.101-35.190 Americans with Disabilities Act

Management Resources:

WEB SITES

CSBA: <http://www.cosba.org>

California School Public Relations Association:

<http://www.calspra.org>

Fair Political Practices Commission: <http://www.fppc.ca.gov>

Policy

adopted: 09/02/75

revised: 02/03/98

revised: 09/02/08

revised: 02/07/12