

**COMMUNITY RELATIONS**

**Communication with the Public**

The Governing Board 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 way.

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 interest and concerns.

- (cf. 1340 - Access to District Records)
- (cf. 5145.6 - Notifications Required by Law)
- (cf. 9320 - Closed Sessions)

**Mass Mailings or Distributions**

The Board recognize that state law prohibits mass mailings or distributions at public expense which aggrandize an elected officer. The name, signature or photography of an elected district officer may be included in such materials only as permitted by the code of Regulations, title 2, 18901.

In order to promote open communication between Board members and the public, distribute newsletters and other mass mailings may include a roster of all Board members' names in accordance with law.

As part of the Governing Board's continuing commitment to advance education, it shall endeavor to establish and maintain effective communications with the community by:

1. Promoting school public relations at both school and distribute level;
2. Aggressively carrying out its public relations program;
3. Providing a variety of ways for people to become involved in their schools so they can express their interest in and concern for their schools and pupils;

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4. Anticipating the information needed by the public and providing the information in timely, understandable and appropriate ways;
5. Facing controversial issues squarely and presenting the public with the information it needs to understand them;

Legal Reference:

Education Code

35172 promotional activities

Government Code

82041.5 Mass mailing

89001 Newsletter or mass mailing

Code of Regulations, Title 2

18901 Mass mailings sent at public expense

Adopted by the Board: October 28, 1985

Revised: March 27, 1990; November 13, 1990