

Policy 1100: Communication With The Public

The ~~Board of Education~~Governing Board recognizes the district's responsibility to keep the public informed regarding the goals, programs, achievements, and needs of the schools and district and to be responsive to the concerns and interests ~~expressed by members~~ of the community.

The Superintendent or designee shall establish strategies for effective two-way communications between the district and the public and shall consult with the **Governing** Board regarding the role of Board members as advocates for the district's students, programs, and policies.

The Superintendent or designee shall ~~distribute communications protocols and procedures to the Board and staff, which~~provide the **Governing** Board and staff with communications protocols and procedures to assist the district in presenting a consistent, unified message on district issues and priorities. Such protocols and procedures may include, but are not limited to, identification of the spokesperson(s) authorized to speak to the media on behalf of the district, ~~job descriptions that identify the responsibilities of the public information officer and other staff members related to communications with the public, strategies for coordinating communications activities,~~strategies for coordinating communications efforts and activities, and legal requirements pertaining to confidentiality as well as the public's right to access records, ~~and the importance of presenting a consistent, unified message on district issues.~~

The Superintendent or designee shall utilize a variety of ~~communications methods in order to provide~~methods to provide information to the public with ~~adequate~~ access to information. Such methods may include, but ~~are not be~~ limited to, district and school newsletters, ~~mailings, the district and school web sites, direct email communications~~web sites, social media, electronic communications, mailings, notices sent home with students, recorded telephone messages for parent/guardian information, ~~school accountability report cards,~~ community forums and public events, ~~notices sent home with students, and news releases and meetings with editorial boards.~~news releases, meetings with education reporters and editorial boards, presentations at parent organization meetings, and meetings with representatives of local governments, community organizations, and businesses.

In developing communications strategies, the Superintendent or designee shall take into account the needs of all members of the public, including **individuals with disabilities** and those whose primary language is not English ~~and those who are visually or hearing impaired or have other special needs.~~ ¶

~~The Superintendent or designee shall ensure that staff are responsive to requests by parents/guardians or members of the public for information or assistance and may provide staff with professional development in their "customer service" role as needed.~~

The Superintendent or designee may provide staff members with professional development to assist them in effectively responding to requests for information or assistance by parents/guardians or members of the public.

The Superintendent or designee shall provide multiple **avenues and** opportunities for members of the public to give input on district and school issues and operations. Community members are encouraged to **become involved in school activities**, participate on district and school committees, provide input at Board meetings, submit suggestions to district staff, **and** 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.~~

Mass Mailings at Public Expense

Newsletters or mass mailings regarding ballot measures, candidates, legislative activities, or any other campaign activities shall be sent and distributed in accordance with law and Board policy.

A mass mailing is prohibited if all of the following criteria are met: (Government Code 89001-89002)

1. The mailing involves sending a tangible item, such as a videotape, record, button, or written document, which is delivered by any means to recipients at their residence, place of employment or business, or post office box.
2. The item features a Board member or includes the name, office, photograph, or other reference to a Board member and is prepared or sent in cooperation, consultation, coordination, or concert with the Board member.
3. The costs of distribution, or any costs of design, production, and printing exceeding \$50, are paid with district funds.
4. More than 200 substantially similar items, as defined in Government Code 89002, are sent in a single calendar month.

The above prohibition does not apply to the types of mass mailings specified in Government Code 89002(b), including, but not limited to: (Government Code 89002)

1. An item in which the **Governing** Board member's name appears only in a roster containing the names of all Board members or in the letterhead or logotype of the stationery, forms, and envelopes of the district, a district committee, or the **Governing** Board member
2. An announcement including only a single mention of the **Governing** Board member's name which concerns a public meeting related to the **Governing** Board member's duties or any official district event(s) for which the district is providing the use of its facilities, signature staff, or other financial support
3. A business card that contains only one mention of the **Governing** Board member's name and no photograph of ~~the **Governing** Board member may be included in such materials only as permitted by 2 CCR 18901. (Government Code 82041.5, 89001; 2 CCR 18901)~~

However, any of the excepted mailings listed in items #1-3 above that meets the criteria for prohibited mass mailings shall not be sent within 60 days preceding an election in which a Board member to whom the mailing relates will appear on the ballot as a candidate. (Government Code 89003)

Comprehensive Communications Plan

The Superintendent or designee shall develop a written communications plan which establishes priorities for proactive community outreach to build support for district programs and issues. ~~The plan shall also incorporate strategies for effective communications during an emergency or other situation that may arise. ¶~~

The plan shall identify specific communications goals aligned with the district's vision and goals for student learning. For each communications goal, the plan shall identify key messages, individuals or groups that can help the district achieve its goal, strategies tailored ~~for communicating with~~ each target audience, timelines, persons responsible for each activity, and budget implications.

As appropriate for each issue, target audiences may include parents/guardians, the media, local governmental agencies, businesses, community organizations and civic groups, postsecondary institutions, health care professionals, child care providers, ~~senior citizens~~, community leaders, state or federal legislators or agencies, and/or other segments of the public.

The plan shall incorporate strategies for effective communications during a crisis or other emergency situation that may arise.

The Superintendent or designee shall ~~annually~~ ~~annually~~ ~~periodically~~ evaluate the implementation and effectiveness of the district's communications plan and recommend to the ~~Governing~~ Board whether the goals and key issues identified in the plan need to be revised to meet changing circumstances or priorities.