

Board Policy 1100(a)

Community Relations

COMMUNICATION WITH THE PUBLIC

It is the desire of the Governing Board that two-way channels of communication be kept open between the school system and the people of the school district. The Board will attempt to create and maintain schools that reflect worthwhile current educational practices as well as the wishes of the local community and will keep the people informed of the goals of the school system.

Education is a three-way partnership among students, citizens and educators. The effectiveness of public schools depends upon the supportive and effective relationships of this trio.

The 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 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 who do not understand English, and those who do not read.

As part of the district's commitment to advance education, Board members and employees shall endeavor to establish and maintain effective communications with education's various publics by:

1. Promoting school public relations as a management function at both school and district level.
2. Carrying out a public relations program on a consistent basis.
3. Providing variety of constructive ways in which people can become involved in their schools so they can express their interest in and concern for their schools and students.
4. Anticipating the information needs of 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 the problems and support appropriate action.

Board Policy 1100(b)

Effective public relationships depend upon the efforts of many people –school Board members, the Superintendent, principals, district administrators, teachers, classified employees, parent groups, students, and others.

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

Mass Mailings or Distributions

The board recognizes that state law prohibits mass mailings or distributions at public expense which aggrandize elected officers. The name, signature or photograph 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, district newsletters and other mass mailings shall include a roster of all Board members' names in accordance with law.

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

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WEST SONOMA COUNTY UHSD
Sebastopol, California