

**EL DORADO UNION HIGH SCHOOL DISTRICT  
BOARD POLICY**

**Community Relations**

**COMMUNICATION WITH THE PUBLIC  
BP 1100**

The 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.

*(cf. 1000 - Concepts and Roles)*

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

*(cf. 9000 - Role of the Board)*

The Superintendent or designee may distribute communications protocols and procedures to the Board and staff, which include, but are not limited to, identification of 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, 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.

*(cf. 1112 - Media Relations)*

*(cf. 1340 - Access to District Records)*

*cf. 3580 - District Records)*

*(cf. 5125 - Student Records)*

*(cf. 5125.1 - Release of Directory Information)*

*(cf. 9005 - Governance Standards)*

*(cf. 9010 - Public Statements)*

*(cf. 9011 - Disclosure of Confidential/Privileged Information)*

The Superintendent or designee shall utilize a variety of communications methods in order to provide the public with adequate access to information. Such methods may include, but not be limited to, district and school newsletters, the district and school web sites, direct e-mail communications, mailings, notices sent home with students, recorded telephone messages for parent/guardian information, school accountability report cards, community forums and public events, and news releases, and meetings with editorial boards.

*(cf. 0510 - School Accountability Report Card)*

*(cf. 1113 - District and School Web Sites)*

*(cf. 5145.6 - Parental Notifications)*

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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.

*(cf. 4131 / 4231 / 4331 - Staff Development)*

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, and use the district’s complaint procedures as appropriate, and become involved in school activities.

*(cf. 1220 - Citizen Advisory Committees)*

*(cf. 1230 - School-Connected Organizations)*

*(cf. 1240 - Volunteer Assistance)*

*(cf. 1260 - Educational Foundation)*

*(cf. 1312.1 - Complaints Concerning District Employees)*

*(cf. 1312.2 - Complaints Concerning Instructional Materials)*

*(cf. 1312.3 - Uniform Complaint Procedures)*

*(cf. 1312.4 - Williams Uniform Complaint Procedures)*

*(cf. 6020 - Parent Involvement)*

*(cf. 9322 - Agenda/Meeting Materials)*

*(cf. 9323 - Meeting Conduct)*

## PROHIBITION AGAINST MASS MAILINGS AT PUBLIC EXPENSE

*Note: Government Code 82041.5 and 89001 and 2 CCR 18901 prohibit the use of public funds for a mass mailing which features a Board member or includes the name, signature, or photograph of a Board member, except as specifically allowed by law. “Mass mailing” is defined as over 200 substantially similar pieces of mail sent in a single calendar month, not including form letters or mail sent in response to an unsolicited request, letter, or other inquiry. Because the law is very complex, with complicated definitions and numerous exceptions, districts are encouraged to consult with legal counsel if they have questions regarding the appropriateness of a planned mailing. Also see CSBA’s legal advisory on Mass Mailings at Public Expense.*

No newsletter or other mass mailings, as defined in Government Code 82041.5 and 2 CCR 18901, shall be sent by the district at public expense which aggrandize 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. *(Government Code 82041.5, 89001)*

### **Legal Reference:**

#### **EDUCATION CODE**

*35145.5 Board meetings, public participation*

*35172 Promotional activities*

*38130-38138 Civic Center Act*

*48980-48985 Parental notifications*

#### **GOVERNMENT CODE**

## COMMUNICATION WITH THE PUBLIC

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*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*

### **Management Resources:**

#### *CSBA PUBLICATIONS*

*Mass Mailings at Public Expense, Legal Advisory, January 2007*

*911: A Manual for Schools and the Media During a Campus Crisis, 2001*

*Political Activities of School Districts: Legal Issues, rev. 2001*

*Maximizing School Board Governance: Community Leadership, 1996*

#### *WEB SITES*

*CSBA: <http://www.csba.org>*

*California School Public Relations Association: <http://www.calspra.org>*

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