

**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 ways.

In order to gain the public support necessary to make our educational programs a success, the district shall establish a system of clear and directed communication. The district can maintain a positive public image by enhancing internal and external understanding and appreciation of school programs, and answering the challenge of those who would seek to undermine the American system of a full, high quality public education for all citizens.

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

The district encourages the dissemination of information to members of the media, and media representatives are encouraged to attend meetings of the Board of Trustees.

*(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*