

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS
FRESNO COUNTY BOARD OF EDUCATION**Community Relations**
COMMUNICATIONS WITH THE PUBLIC

The County Superintendent and County Board recognize their responsibility to keep the public informed regarding the goals, programs, achievements, and needs of schools and to be responsive to the concerns and interests expressed by members of the community.

The County Superintendent or designee shall establish strategies for effective communications among the County Superintendent, the County Board, and the public, and shall consult with the County Board regarding the role of County Board members as advocates for the students, programs, and policies of schools and public education.

The County Superintendent or designee shall distribute communications protocols and procedures to the County Board and County Superintendent staff in presenting a consistent, unified message on issues relating to the County Board and/or County Superintendent. Such protocols and procedures may include, but are not limited to, identification of designee(s) authorized to speak to the media on behalf of the County Superintendent and County Board, strategies for coordinating communications efforts and activities, legal requirements pertaining to confidentiality, as well as the public's right to access records.

The County 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 are not be limited to, newsletters, mailings, web sites operated by the County Superintendent, social networking pages or other online communications technologies, direct email communications, recorded telephone messages for parent/guardian information, school accountability report cards, community forums and public events, notices sent home with students, news releases, and meetings with educational reporters and editorial boards, presentations at parent organizational meetings, and meetings with representatives of local governments, community organizations, and businesses.

In developing communications strategies, the County 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.

The County Superintendent or designee shall ensure that staff members 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 County Superintendent or designee shall provide multiple opportunities for members of the public to give input on issues and operations relating to the County Board or County Superintendent. Community members are encouraged to participate on committees of the County Board and County Superintendent, provide input at County Board meetings, submit suggestions to staff, use the complaint procedures as appropriate, and become involved in school activities.

**FRESNO COUNTY SUPERINTENDENT OF SCHOOLS
FRESNO COUNTY BOARD OF EDUCATION****Prohibition Against Mass Mailings at Public Expense**

No newsletter or other mass mailing, as defined in Government Code 82041.5, 89001-89002 and 2 CCR 18901.1, shall be sent by the County Superintendent or County Board at public expense except otherwise permitted by law. (Government Code 82041.5, 89001-89003; 2 CCR 18901.1.)

Comprehensive Communications Plan

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

The plan shall identify specific communications goals aligned with the vision and goals of the County Superintendent and County Board for student learning. For each communications goal, the plan shall identify key messages, individuals or groups that can help the County Superintendent and County Board achieve their 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 County Superintendent or designee shall evaluate the implementation and effectiveness of the communications plan and shall determine whether the goals and key issues identified in the plan need to be revised to meet changing circumstances or priorities.

Adopted: 06/15/1995

Amended: 11/18/2010, 10/18/2018, 03/16/2023

Legal Reference**Education Code**

7054 Use of district property or funds re: ballot measures and candidates
35145.5 Board meetings, public participation
35172 Promotional activities
38130-38138 Civic Center Act
48980-48985 Parental notifications

Government Code

54957.5 Meeting agendas and materials
82041.5 Mass mailing
89001-89003 Newsletter or mass mailing

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS
FRESNO COUNTY BOARD OF EDUCATION

Code of Regulations, Title 2

18901.1 Campaign-related mailings sent at public expense

Code of Federal Regulations, Title 28

35.101-35.190 Americans with Disabilities Act

Management Resources

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>