

COMMUNITY RELATIONS**Communication with the Public**

The County Office of Education is committed to establishing and maintaining effective communication with the community served. The County Office of Education appreciates the importance of addressing the needs of the local community in the creation of educational programs. The County Office of Education will strive to keep the community fully informed to the best of its abilities as developments occur within its jurisdiction in school districts, community college districts, and County Office schools and programs.

The County Office of Education endeavors to establish and maintain effective communications with the community by:

1. promoting public relations at the program, school, district, and County Office level;
2. keeping the goals, programs, achievements, and needs of the schools/programs before the public;
3. aggressively carrying out a public information program;
4. providing a variety of ways for people to become involved in their schools and programs and to express interest in and concern for the schools, programs, and students;
5. anticipating and providing the information needed by the public in timely, understandable, and appropriate ways;
6. facing controversial issues and presenting the public with the information needed to understand those issues;
7. install and maintain exhibits of educational programs and activities;
8. subscribing for membership and actively participating in local, state, and national educational societies, associations, and organizations;
9. providing in-service and coordinative programs for schools, community colleges, and the public at large.

Distribution of Educational Materials

All general educational materials distributed through the County Office of Education that are proposed to be sent home with students, provided to or posted in schools or classrooms must have prior written approval of the Superintendent or designee. In addition, such materials distributed by the County Office of Education shall clearly identify the source and have adequate time allocated for delivery.

Materials considered appropriate for County Office of Education distribution include:

- County Office of Education publications and correspondence;
- regional project publications and correspondence;
- State Department of Education and other state, federal, and local governmental agency materials;
- publications related to the education of educators and students from national, state, and local education agencies, associations, or organizations.

Legal Reference:

EDUCATION CODE

35172 Promotional activities applies to school districts;

See Education Code §1260 “Powers to Promote Advancement of Education”

GOVERNMENT CODE

82041.5 Mass mailing

89001 Newsletter or mass mailing

CODE OF REGULATIONS, TITLE 2

18901 Mass mailing sent at public expense