

## Community Relations

### **COMMUNICATION WITH THE PUBLIC**

The Governing Board is committed to providing educational programs which meet state mandates and reflect the needs of the local community and society in general. The Board appreciates the importance of and encourages community involvement and therefore shall strive to keep the community fully informed of developments within the school system and provide opportunities for input.

In order to maintain effective communications with the community, the Board shall promote public relations at both the school and district levels. Members of the community shall be offered a variety of ways to become involved in the schools and to express their interests and concerns.

The administration is responsible for all public communication except for such matters as the Board may wish to deal with publicly itself. The Superintendent or designee may use any available means of communication to keep the public aware of the goals, programs, achievements and needs of our schools.

The Board shall provide public information as allowed by law in timely, understandable and appropriate ways.

*(cf. 1340 - Access to District Records)*  
*(cf. 5145.6 - Notifications Required by Law)*  
*(cf. 9321 - Closed Sessions)*

### Mass Mailings or Distributions

The Board recognizes that state law prohibits mass mailings or distributions at public expense which aggrandize any elected officer. The name, signature or photograph of an elected district officer may be included in such materials only as permitted by 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

Policy  
Adopted: 11/13/90

CHULA VISTA ELEMENTARY SCHOOL DISTRICT  
Chula Vista, California