Chico Unified School District
1163 East Seventh Street, Chico, CA 95928-5999
(530) 891-3000

Board Policy: #1100

Section: 1000 Community Relations

Page 1 of 3

_____

COMMUNICATION WITH THE PUBLIC

The Board of Education 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.

The Superintendent or designee shall strive to keep the public aware of the programs, achievements and needs of our schools. The Superintendent or designee shall utilize a variety of communication 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, mailings, the district and school web sites, direct email communications, recorded telephone messages for parent/guardian information, school accountability report cards, community forums and public events, notices sent home with students, and news releases and meetings with editorial boards. Members of the community shall have opportunities to become involved in the schools and to express their interests and concerns.

(cf. 0510 – School Accountability Report Card)
(cf. 1113 – District and School Web Sites)
(cf. 5145.6 – Parental Notifications)

In developing communications strategies, the 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.

(cf. 0410 - Nondiscrimination in District Programs and Activities)

The Superintendent or designee may provide staff members with professional development to assist them in effectively responding to requests for information or assistance by parents/guardians or members of the public.

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

The Superintendent or designee shall provide opportunities for members of the public to give input on district and school issues and operations. Community members are encouraged to become involved in school activities, 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.

(cf. 0460 - Local Control and Accountability Plan)
(cf. 1220 - Citizen Advisory Committees)
(cf. 1230 - School-Connected Organizations)
(cf. 1240 - Volunteer Assistance)
(cf. 1250 - Visitors/Outsiders)
(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. 3555 - Nutrition Program Compliance)
(cf. 6020 - Parent Involvement)
(cf. 9322 - Agenda/Meeting Materials)
(cf. 9323 - Meeting Conduct)

Mass Mailings at Public Expense

Newsletters or mass mailings regarding ballot measures, candidates, legislative activities, or any other campaign

Policy Adopted: 11/07/07; 10/29/08; 10/02/19

Chico Unified School District
1163 East Seventh Street, Chico, CA 95928-5999
(530) 891-3000

Board Policy: **#1100**

Section: 1000   Community Relations

Page 2 of 3

_____

activities shall be sent and distributed in accordance with law and Board policy.

(cf. 1160 - Political Processes)

A mass mailing is prohibited if all of the following criteria are met: (Government Code 89001-89002)

1.   The mailing involves sending a tangible item, such as a videotape, record, button, or written document, which is delivered by any means to recipients at their residence, place of employment or business, or post office box.

2.   The item features a Board member or includes the name, office, photograph, or other reference to a Board member and is prepared or sent in cooperation, consultation, coordination, or concert with the Board member.

3.   The costs of distribution, or any costs of design, production, and printing exceeding $50, are paid with district funds.

4.   More than 200 substantially similar items, as defined in Government Code 89002, are sent in a single calendar month.

The above prohibition does not apply to the types of mass mailings specified in Government Code 89002(b), including, but not limited to: (Government Code 89002)

1.   An item in which the Board member's name appears only in a roster containing the names of all Board members or in the letterhead or logotype of the stationery, forms, and envelopes of the district, a district committee, or the Board member

2.   An announcement including only a single mention of the Board member's name which concerns a public meeting related to the Board member's duties or any official district event(s) for which the district is providing the use of its facilities, staff, or other financial support

3.   A business card that contains only one mention of the Board member's name and no photograph of the Board member

However, any of the excepted mailings listed in items #1-3 above that meets the criteria for prohibited mass mailings shall not be sent within 60 days preceding an election in which a Board member to whom the mailing relates will appear on the ballot as a candidate. (Government Code 89003)

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
    CODE OF REGULATIONS, TITLE 2
    18901.1 Campaign-related mailings sent at public expense
    CODE OF FEDERAL REGULATIONS, TITLE 28

Policy Adopted: 11/07/07; 10/29/08; 10/02/19

Chico Unified School District

1163 East Seventh Street, Chico, CA 95928-5999
(530) 891-3000

Board Policy: **#1100**

Section: 1000   Community Relations

Page 3 of 3

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

Policy Adopted: 11/07/07; 10/29/08; 10/02/19