

COMMUNITY RELATIONS

Communication with the Public

The Board of Trustees is committed to establishing and maintaining effective communication between the School District and the community served. The Board will strive to create and maintain schools that reflect the finest current educational practices. The Board appreciates the importance of incorporating the wishes of the local community in the creation of educational programs that offer the best to students and reflect the needs of the community and society. Accordingly, the Board will to the best of its abilities, keep the community fully informed to the best of its abilities as developments occur within the school system.

As part of the Board of Trustees continuing commitment to advance education, it shall endeavor to establish and maintain effective communications with the community by:

1. Promoting school public relations at both school and District level.
2. Aggressively carrying out its public relations program.
3. Providing a variety of ways for people to become involved in their schools so they can express their interest in and concern for their schools and students.
4. Anticipating the information needed by the public and providing the information in timely, understandable and appropriate ways.
5. Facing controversial issues squarely and presenting the public with the information it needs to understand them.

Legal Reference: Education Code
35172 Promotional activities

Adopted: January 27, 1987