

Recognizing the need to inform the public about the schools, the Board of Trustees has authorized the establishment of a public relations program with the following general objectives:

1. Recognize barriers to the understanding of the district's educational programs and policies, and eliminate those whenever possible,
2. Endeavor to inform the residents of the district of the value and a need for a real interest in the public school system.
3. Solicit feedback from the community regarding district plans, policies, and actions and to inform the trustees concerning these reactions accordingly.

The board recognizing the existence of many methods of communication which may be used to make known district's accomplishments, aims, and requirements to the citizens, authorizes the superintendent to use those which best serve the needs of the district. The methods include:

1. News releases to the general public through appropriate media
2. Regularly published newsletter
3. Brochures
4. Public speakers
5. Research
6. Participation in community affairs
7. Marketing material
8. Internal communications systems

Legal References:

Education Code

35172 Governing Board Powers

Board of Trustees

July 9, 1970

Revised: February 18, 1986

Revised: November 13, 1989

Reviewed: February 1993

References Revised: May 2004

Reviewed: July 2009

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