

Communication with the Public

The Yolo County Superintendent of Schools (“Superintendent”) and the Yolo County Board of Education (“County Board”) recognize their responsibility to keep the public informed regarding the goals, programs, achievements, and needs of schools and to be responsive to the concerns and interests expressed by members of the community. The Superintendent or designee shall establish strategies for effective communications among the Superintendent, the County Board, and the public, and shall consult with the County Board regarding the role of the County Board members as advocates for the students, programs, and policies of schools and public education. The County Board will continuously attempt to support programs that reflect the best current educational practices, as well as the wishes of the county, and will do its best to keep the people informed of the goals of the county schools.

Education is a three-way partnership among students, citizens, and educators. The effectiveness of public schools depends upon the supportive and effective relationships of this trio.

Since relationships are founded in personal attitudes, an essential element in their development and maintenance is effective communications among students, citizens, and Yolo County Office of Education (“YCOE”) staff.

In developing communication strategies, the Superintendent shall take into account the needs of all members of the public, including those who are visually or hearing impaired or have other special needs, or those whose primary language is not English.

As part of the County Board’s continuing commitment to advance education, its members shall endeavor to establish and maintain effective communications with education’s various publics by:

1. Promoting school public relations as a management function at both school and central office level.
2. Proactively carrying out a public relations program on a consistent basis.
3. Providing a variety of constructive ways in which people can become involved in their schools, so they can express their interest in, and concern for, their schools and students.
4. Anticipating the information needs of 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 the problems and support corrective action.

Effective public relations programs depend upon the efforts of many people—board members, superintendents, directors, district administrators, teachers, classified employees, parent groups, students, and others. Maintaining effective school public relations is a critical step toward gaining and/or maintaining public support.

Mass Mailings or Distributions

The County Board recognizes that state law prohibits mass mailings or distributions at public expense which aggrandize the Superintendent or one or more County Board members. The name, signature or photograph of an elected County Board member may be included in such materials only as permitted by the Code of Regulations, Title 2, 18901. (Government Code 82041.5, 89001; 2 CCR 18901.)

Legal References:

Education Code, 1260, 35172

Government Code, 82041.5, 89001

California Code of Regulations, Title 2, 18901

ADOPTED: 09/24/84

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