

COMMUNICATION WITH THE PUBLIC

The Monterey County Board of Education (County Board) appreciates the community's interest in the achievements, concerns and needs in our public schools. Therefore, the County Board shall strive to keep the community informed of developments within the school system, and any legal and legislative events affecting it, in timely and understandable ways.

The Monterey County Superintendent of Schools (County Superintendent) or designee is encouraged to use all available means of communication to keep the public aware of the activities and progress of our schools. Particularly useful is the Monterey County Office of Education (MCOE) website and its social media pages.

(cf. 5020 – Parent Right and Responsibilities)
(cf. 9000 – Role of the Board)

The County Superintendent should establish communication protocols and procedures to provide a consistent, unified message on relevant issues. These protocols and procedures are outlined in the MCOE Communications Manual.

(cf. 1112 – Media Relations)
(cf. 1340 – Access to Records)
(cf. 3580 – Records)
(cf. 5125 – Student Records)
(cf. 5125.1 – Release of Directory Information)
(cf. 9005 – Governance Standards)
(cf. 9010 – Public Statements)
(cf. 9011 – Disclosure of Confidential/Privileged Information)

Multiple opportunities for members of the public to give input on MCOE school issues and operations should be provided. Community members are encouraged to become involved in school activities, participate on school committees, provide input at County Board meetings, submit suggestions to the County Superintendent or MCOE staff, and use MCOE's complaint procedures as appropriate.

(cf. 0510 – School Accountability Report Card)
(cf. 1020 – Youth Services)
(cf. 1113 – Web Sites)
(cf. 1400 – Relations Between Other Governmental Agencies and the Schools)
(cf. 1700 – Relations Between Private Industry and the Schools)

In developing communications strategies, the needs of all members of the public, including individuals with disabilities and those whose primary language is not English should be taken into account.

(cf. 0410 – Nondiscrimination in MCOE Programs and Activities)

Staff members should be responsive to requests by parents/guardians or members of the public for information or assistance and be provided with professional development in their “customer service” role as needed.

- (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 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)*

Prohibition Against Mass Mailings at Public Expense

No school/county office newsletter or other mass mailing, as defined in Government Code (GC) 82041.5 and 2 California Code of Regulations (CCR) 18901, shall be sent at public expense if such material aggrandizes one or more Board members. The name, signature, or photograph of a County Board member may be included in such materials only as permitted by 2 CCR 18901.

Any newsletter or mass mailing regarding ballot measures, candidates, legislative activities, or any other campaign activities shall be sent and distributed in accordance with the law and County Board policy.

- (cf. 1160 – Political Processes)*

Legal Reference:

EDUCATION CODE

- 1011** County Board meetings, public participation
- 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** Newsletter or mass mailing

CODE OF REGULATIONS, TITLE 2

18901 Mass mailings sent at public expense

18901.1 Campaign-related mailings sent at public expense

Adopted: 09/03/14

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