

**COMMUNICATION WITH THE PUBLIC**

The Mendocino County Board of Education is committed to providing educational programs, which meet state mandates and reflect the needs of the local community and society in general. The County Board appreciates the importance of community involvement and therefore shall strive to keep the community fully informed of new and changing developments.

In order to maintain effective communications with the community, the Board shall be responsive to the concerns and interests of the community and promote public relations at both the school and County Office levels. Members of the community shall be offered a variety of ways to become involved in the schools and to express their interests and concerns. The County Superintendent or designee shall use all available means of communication to keep the public aware of the goals, programs, achievements and needs of our schools.

The County Board shall provide public information as allowed by law and as requested by the public in timely, understandable and appropriate ways.

**Mass Mailing or Distributions**

The County Board recognizes that state law prohibits mass mailings or distributions at public expense, which aggrandize any elected officer. The name, signature or photograph of an elected officer may be included in such materials only as permitted by the Code of Regulations, Title 2, 18091.

In order to promote open communication between Board members and the public, County Office of Education newsletters and other mass mailings may include a roster of all Board members' names in accordance with law.

**Comprehensive Communications Plan**

The County Superintendent or designee shall develop a written communications plan, which establishes priorities for proactive community outreach to build support for MCOE programs and issues. The plan shall identify specific communications goals aligned with MCOE's vision and goals for student learning. For each communications goal, the plan shall identify key messages, individuals or groups that can help MCOE achieve its goal, strategies tailored to each target audience, timelines, persons responsible for each activity, and budget implications.

The plan shall incorporate strategies for effective communications during a crisis or other emergency that may arise.

The County Superintendent or designee shall periodically evaluate the implementation and effectiveness of MCOE's communications plan and recommend to the County Board whether the goals and key issues identified in the plan need to be revised to meet changing circumstances or priorities.

*Legal Reference:*

EDUCATION CODE

*1260 Powers to promote advancement of education*

*35172 Promotional activities*

GOVERNMENT CODE

*82041.5 Mass Mailing*

*89001 Newsletter or mass mailing*

CODE OF REGULATIONS, TITLE 2

*18091 Mass mailings sent at public expense*

Policy adopted: September 16, 1991

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