

KERN COUNTY SUPERINTENDENT OF SCHOOLS OFFICE**COMMUNITY RELATIONS****COMMUNICATION WITH THE PUBLIC**

The Kern County Superintendent of Schools Office is committed to establishing and maintaining effective communication with the community. The Superintendent appreciates the importance of addressing the needs of the local community in the creation of educational programs and as a community partner. The Superintendent will strive to keep the community fully informed to the best of its abilities as developments occur within its jurisdiction in school districts, and Kern County Superintendent of Schools Office schools and programs.

The Kern County Superintendent of Schools Office endeavors to establish and maintain effective communications with the community by:

- promoting public relations at the program, district, and county office level;
- keeping the goals, programs, achievements, and needs of the schools/programs before the public;
- aggressively carrying out a public information program;
- providing a variety of ways for people to become involved in their schools and programs and to express interest in and concern for the schools, programs, and students;
- anticipating and providing the information needed by the public in timely, understandable, and appropriate ways;
- facing controversial issues and providing clear, concise information to promote understanding;
- actively participating in local, state, and national educational associations, and organizations;
- providing staff development and coordination of programs for school districts and the public at large.

All general educational materials distributed through the Kern County Superintendent of Schools Office that are proposed to be sent home with students, provided to or posted in schools or classrooms must have approval of the Superintendent or designee. In addition, such materials distributed by the Kern County Superintendent of Schools Office shall clearly identify the source and have adequate time for delivery.

Materials considered appropriate for Kern County Superintendent of Schools Office distribution include:

- Kern County Superintendent of Schools Office publications and correspondence;
- regional project publications and correspondence;
- State Department of Education and other state, federal, and local governmental agency materials;
- publications related to the education of educators and students from national, state, and local education agencies, associations, organizations, and public and private universities;
- non-profit materials that inform or have a potential educational benefit (subject to approval on a case-by-case basis).

Legal Reference:

EDUCATION CODE

35172 Promotional activities applies to school districts;

See Education Code §1260 “Powers to Promote Advancement of Education”

GOVERNMENT CODE

82041.5 Mass mailing

89001 Newsletter or mass mailing

CODE OF REGULATIONS, TITLE 2

18901 Mass mailing sent at public expense