

**CLOVIS UNIFIED  
SCHOOL DISTRICT****COMMUNITY RELATIONS  
COMMUNICATIONS WITH THE PUBLIC**

**PURPOSE:** To address communications with the public.

The Board recognizes the importance of keeping the public informed regarding the goals, programs, achievements, and needs of the schools and District and to be responsive to the concerns and interests of the community. The Superintendent or designee shall, as appropriate, establish strategies for effective two-way communications between the District and the public and shall consult with the Board regarding the role of Board members as advocates for the District's students, programs, and policies.

The Superintendent or designee shall, as appropriate, provide the Board and staff with communications protocols and procedures to assist the District in presenting a consistent, unified message on District issues. Such protocols and procedures may include, but are not limited to, identification of the spokesperson(s) authorized to speak to the media on behalf of the District, strategies for coordinating communications efforts and activities, and legal requirements pertaining to confidentiality as well as the public's right to access records.

The Superintendent or designee shall, as appropriate, utilize a variety of methods to provide information to the public with access to information. Such methods may include, but are not limited to, District and school newsletters, web sites, social media, electronic communications, mailings, notices sent home with students, recorded telephone messages for parent/guardian information, community forums and public events, news releases, meetings with education reporters and editorial boards, presentations at parent organization meetings, and meetings with representatives of local governments, community organizations, and businesses.

In developing communications strategies, the Superintendent or designee shall consider the needs of all members of the public, including individuals with disabilities and those whose primary language is not English.

The Superintendent or designee may provide staff members with professional development to assist them in effectively responding to requests for information or assistance by parents/guardians or members of the public.

The Superintendent or designee shall, as appropriate, provide multiple avenues and opportunities for members of the public to give input on District and school issues and operations. Community members are encouraged to become involved in school activities, participate on District and school committees, provide input at Board meetings, submit suggestions to District staff, and use the District's complaint procedures as appropriate.

**CLOVIS UNIFIED  
SCHOOL DISTRICT****A. Mass Mailings at Public Expense**

Newsletters or mass mailings regarding ballot measures, candidates, legislative activities, or any other campaign activities shall be sent and distributed in accordance with law and board policy.

A mass mailing is prohibited if all of the applicable legal criteria are met. (Government Code 89001-89002)

The above prohibition does not apply to the types of mass mailings specified in Government Code section 89002(b).

However, any of the excepted mass mailings specified in Government Code section 89002(b) that meet the criteria for prohibited mass mailings shall not be sent within 60 days preceding an election in which a Board member to whom the mailing relates will appear on the ballot as a candidate. (Government Code 89003)

**B. Comprehensive Communications Plan**

The Superintendent or designee shall, as appropriate, develop a communications plan for community outreach regarding District programs and issues, and communications during a crisis or other emergency situation that may arise.

Adopted: 09/23/2020

**EDUCATION CODE**

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  
89001-89003 Newsletter or mass mailing

**CODE OF REGULATIONS, TITLE 2**

18901.1 Campaign-related mailings sent at public expense

**CODE OF FEDERAL REGULATIONS, TITLE 28**

35.101-35.190 Americans with Disabilities Act

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