

Berkeley USD

Board Policy

Communication With The Public

BP 1100

Community Relations

The Governing Board appreciates the importance of community involvement and therefore shall strive to keep the community informed of developments within the school system in timely and understandable ways.

The Superintendent or designee shall use available means of communication to keep the public aware of the goals, programs, achievements and needs of our schools. Members of the community shall have opportunities to become involved in the schools and to express their interests and concerns.

Public Relations Goals and Objectives

Berkeley Unified School District's public relations program shall include the following principles:

1. **Communication.** The public relations program should be a planned, systematic, two-way process of communication between the district and its internal/external publics.
2. **Faceted Program.** The public relations program should be many faceted and should include a variety of media to efficiently and effectively inform all citizens of the district.
3. **Involvement and Feedback.** Public relations and communication, to be effective, must include a planned program with involvement and feedback.
4. **Data.** Communications must be internal as well as external and must stress the dissemination of factual, objective, and realistic data about the district.
5. **Flexibility.** Public relations and communication must be dynamic and sensitive to change as determined by events and evaluation of the program.

Board-Community Relations

1. **Forming a partnership.** The Board considers the citizens of Berkeley as partners in the improvement of public education, and shall solicit the help of any and all citizens who would like to participate in that continual development.
2. **Participation.** To encourage participation and interest in the schools, the district shall strive to maintain effective channels of communication between the administration and the

community and the schools and the community.

3. Informed Public. The public has a right to know the system's weaknesses as well as its strengths.

The district shall seek to communicate in ways that accommodate the needs of members of the public, including the visually or hearing impaired, those who do not understand English and those who do not read.

(cf. 1340 - Access to District Records)

(cf. 5145.6 - Parental Notifications)

(cf. 9321- Closed Session Purposes and Agendas)

Mass Mailings or Distributions

The Board recognizes that state law prohibits mass mailings or distributions at public expense which aggrandize elected officers. The name, signature or photograph of an elected district officer may be included in such materials only as permitted by 2 CCR 18901.

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

Legal Reference:

EDUCATION CODE

35172 Promotional activities

GOVERNMENT CODE

82041.5 Mass mailing

89001 Newsletter or mass mailing

CODE OF REGULATIONS, TITLE 2

18901 Mass mailings sent at public expense

Policy BERKELEY UNIFIED SCHOOL DISTRICT

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