

Communication with the Public

The Solano County Office of Education (SCOE) recognizes the importance of community involvement and, therefore, shall strive to keep the public informed of education related matters, such as goals, programs, achievements, and needs of SCOE, in timely and understandable ways and shall strive to be responsive to the concerns and interests expressed by members of the community.

The County Superintendent (Superintendent) or designee shall establish strategies for effective external and two-way communications between SCOE and the public and shall consult with the County Board (Board) regarding the role of Board members as advocates for the district's students, programs, and policies.

The Superintendent or designee shall distribute communication protocols and procedures to the Board and staff containing information such as: identification of spokesperson(s) authorized to speak to the media on behalf of SCOE; an explanation of the responsibilities of the public information officer and other staff members related to communications with the public; legal requirements pertaining to confidentiality as well as the public's right to access records; the value of excellent customer service and responsiveness to requests for public information or assistance; strategies for coordinating communications activities; and the importance of presenting a consistent and unified message on issues. SCOE's *Resource Guide for Positive Communication* is available as a separate document.

The Superintendent or designee shall utilize a variety of communications methods in order to provide the public with adequate access to information. Such methods may include, but not be limited to, newsletters, mailings, the SCOE website, direct e-mail, text or recorded telephone communications, school accountability report cards, social media, surveys, community forums and public events, notices sent home with students, news releases, and meetings with editorial boards.

In the case of minors under the jurisdiction of the Juvenile Court, SCOE shall not publish the names of minors, nor any confidential information about the minor's case, including the conduct which led to his/her involvement with the Juvenile Court.

Prohibition Against Mass Mailings at Public Expense

No newsletter or other mass mailing, as defined in Government Code [82041.5](#) and 2 CCR [18901](#), shall be sent by SCOE at public expense if such material aggrandizes one or more elected officials (e.g., Superintendent, Board members, etc.). The name, signature, or photograph of an elected official may be included in such materials only as permitted by 2 CCR [18901](#). (Government Code [82041.5](#), [89001](#); 2 CCR [18901](#))

Comprehensive Communication

SCOE's written communications focus on proactive parent and community outreach to build support for students as well as education programs and issues. We will utilize strategies for internal and external communications that incorporate approaches for effective communication during an emergency or other situations that may arise.

As appropriate for each topic, target audiences may include parents/guardians, the media, local governmental agencies, businesses, community organizations and civic groups, postsecondary institutions, health care professionals, child care providers, Solano residents, community leaders, state or federal legislators or agencies, and/or other segments of the public.

In developing communications strategies, the Superintendent or designee shall take into account the needs of all members of the public, including those whose primary language is not English and those who are visually or hearing impaired or have other special needs to the extent possible. SCOE staff will proactively work to comply with current Web Content Accessibility Guidelines (WCAG).

Legal Reference:

EDUCATION CODE

35145.5 Board meetings, public participation

35172 Promotional activities

38130-38138 Civic Center Act

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

Policy Cross-Reference:

0000 – Vision

0200 - Goals for the School District

0400 Comprehensive Plans

0450 Comprehensive Safety Plans

0500 Accountability

0510 School Accountability Report Card

1000 Concepts and Roles

1110 Public Relations and Communication Plan

1112 Media Relations

1112.1 Working with the Media

1113 Websites

1160 Political Processes

1240 Volunteer Assistance

1260 Educational Foundation

1330 Use of School Facilities

1340 Access to Records

1400 Relations Between Other Governmental Agencies and the Schools

1700 Relations Between Private Industry and the Schools

3516 Emergencies and Disaster Preparedness Plan

3580 District Records

4131 Professional Development

5125 Student Records

5125.1 Release of Directory Information

5145.6 Parental Notifications

6020 Parent Involvement