

Communication with the Public

The goal of the district's communication plan is to build common understanding of Board-sanctioned priorities and decisions.

The superintendent or designee will provide communications about the goals, programs, and achievements of the district, school sites, employees, and students, as well as issues facing the district and/or schools, via:

1. The district website
2. The district's social media platforms
3. A regular district newsletter to families, employees, the media, and community subscribers
4. Community social media platforms
5. Interviews with reporters or editorial boards
6. Recorded telephone messages for parent/guardians
7. Community forums
8. Presentations at parent organization meetings
9. Meetings with representatives of local governments, community organizations, and businesses
10. An annual report to be shared with the Board of Education and the public

District communications should be accurate, balanced, timely, and written in layperson-friendly language. They should have a respectful, courteous, and professional tone and model good behavior for district students and the community. District communications shall be translated when legally required to do so.

Where relevant, district communications will include information on how the public can learn more about an issue or get involved.

All communications will comply with state and federal regulations governing confidentiality of student and employee information.

The Superintendent or designee will develop communication strategies, including consistent, unified messages for ongoing or emergent issues in the district and at school sites.

Employees shall be provided with earlier or extra information if that will support them in responding to questions from families, colleagues, or the general public.

The Superintendent or designee will regularly provide families, employees, and the general public with information on how to find communications about the district's goals, policies, programs, and issues.

(cf. 1100 – Communication with the Public)

(cf. 1112-Media Relations)

(cf. 1113-District and School Web Sites)

(cf. 1114-District-Sponsored Social Media)
(cf. 1400- Relations Between Other Governmental Agencies and the Schools)
(cf. 1700 – Relations Between Private Industry and the Schools)
(cf. 6020 – Parent Involvement)
(cf. 9011 – Disclosure of Confidential/Privileged Information)
(cf. 1250 – Visitors/Outsiders)
(cf. 4131 – Staff Development)
(cf. 4119.21 - Professional Standards)

Media Relations

All requests from the press should be referred to the Senior Manager, Community Affairs. The Senior Manager, Community Affairs and district/school staff will jointly decide who the best spokesperson for issue would be. The Senior Manager, Community Affairs will provide the background information requested by the reporter, as long as said information is allowed under state and federal rules regarding student/employee confidentiality.

Media access to campuses, students, and employees will follow state law and AUSD Board Policies.

(cf. 1112 – Media Relations)
(cf. 9011 – Disclosure of Confidential/Privileged Information)

Crisis Communications

During a disturbance or crisis situation, the District Office will manage communications with stakeholders so that site staff(s) can focus on the safety of students and employees.

The Senior Manager, Community Affairs or designee, in consultation with the Superintendent or designee, will work across departments, with site administrators, and with public safety agencies, to provide accurate information and regular updates to the community, as laid out in the Crisis Communications Plan.

The Senior Manager, Community Affairs or designee will provide information and regular updates to families and the general public via:

1. The district website
2. The district's social media platforms
3. Community social media platforms
4. Local/regional media
5. Recorded telephone messages for parent/guardians

(cf. 0450 – Comprehensive Safety Plan)
(cf. 3516 – Emergencies and Disaster Preparedness Plan)

Bias-related incidents

A bias-related incident is an act directed at a person or group based on actual or perceived characteristics, including race, color, sex, religion, national origin, sexual orientation, disability, citizenship status, and other characteristics protected by law.

Disciplinary and student support responses to bias-related incidents will be decided by applicable anti-discrimination and anti-bullying policies.

~~Decisions on how widely to disseminate~~ Disseminating information ~~on~~ regarding bias-related incidents ~~(beyond the individuals directly affected)~~ will be based on the shall be handled on a case by case basis. The following factors: shall be considered in determining if and how a bias-related incident will be reported out:

- a) Number of witnesses
- b) Outside interest
- c) Hate crime status
- d) Severity of threat
- e) Wishes of affected individuals
- f) Best practices for restorative justice
- g) Laws regarding student and employee privacy

~~Depending on the factors above, district~~ If staff determines that information regarding a bias-related incident will ~~communicate~~ be shared with the public, staff may disseminate information about the incident with ~~some or all of~~ the following entities:

- a) Board of Education
- b) Union leaders
- c) Staff
- d) Parent leaders
- e) Student leaders
- f) The AUSD school community where the bias-related incident occurred
- g) Faith leaders
- h) Alameda community leaders
- i) The entire Alameda community

District staff will also post, promote, and update information about the bias-related incident ~~(as necessary and as fitting when appropriate to context)~~ viado so, in any of or in combination of the following mediums:

- a) A notice on the websites of district and relevant school sites
- b) Notices on social media
- c) Robocalls
- d) The district newsletter
- e) An FAQ about the issue

Using data collected by the district's Bias-Related Incident Tracking Tool, the district will also issue reports on the number of bias-related incidents to the Board of Education and across the

district on a semi-annual basis. ~~Those reports will be shared with the Board on a semi-annual basis,~~ in order to ~~provide~~review and analyze the data and ~~analysis of bias incidents and~~ response strategies.

(cf. 0410 – Nondiscrimination in District Programs and Activities)

(cf. 3515 – Campus Security)

(cf. 5131 – Bullying)

(cf. 5137 – Positive School Climate)

(cf. 9011 – Disclosure of Confidential/Privileged Information)

(cf. 1400 – Relations Between Other Governmental Agencies and the Schools)

Communication with the Public

The goal of the district's communication plan is to build common understanding of Board-sanctioned priorities and decisions.

The superintendent or designee will provide communications about the goals, programs, and achievements of the district, school sites, employees, and students, as well as issues facing the district and/or schools, via:

1. The district website
2. The district's social media platforms
3. A regular district newsletter to families, employees, the media, and community subscribers
4. Community social media platforms
5. Interviews with reporters or editorial boards
6. Recorded telephone messages for parent/guardians
7. Community forums
8. Presentations at parent organization meetings
9. Meetings with representatives of local governments, community organizations, and businesses
10. An annual report to be shared with the Board of Education and the public

District communications should be accurate, balanced, timely, and written in layperson-friendly language. They should have a respectful, courteous, and professional tone and model good behavior for district students and the community. District communications shall be translated when legally required to do so.

Where relevant, district communications will include information on how the public can learn more about an issue or get involved.

All communications will comply with state and federal regulations governing confidentiality of student and employee information.

The Superintendent or designee will develop communication strategies, including consistent, unified messages for ongoing or emergent issues in the district and at school sites.

Employees shall be provided with earlier or extra information if that will support them in responding to questions from families, colleagues, or the general public.

The Superintendent or designee will regularly provide families, employees, and the general public with information on how to find communications about the district's goals, policies, programs, and issues.

(cf. 1100 – Communication with the Public)

(cf. 1112-Media Relations)

(cf. 1113-District and School Web Sites)

(cf. 1114-District-Sponsored Social Media)

(cf. 1400- Relations Between Other Governmental Agencies and the Schools)
(cf. 1700 – Relations Between Private Industry and the Schools)
(cf. 6020 – Parent Involvement)
(cf. 9011 – Disclosure of Confidential/Privileged Information)
(cf. 1250 – Visitors/Outsiders)
(cf. 4131 – Staff Development)
(cf. 4119.21 - Professional Standards)

Media Relations

All requests from the press should be referred to the Senior Manager, Community Affairs. The Senior Manager, Community Affairs and district/school staff will jointly decide who the best spokesperson for issue would be. The Senior Manager, Community Affairs will provide the background information requested by the reporter, as long as said information is allowed under state and federal rules regarding student/employee confidentiality.

Media access to campuses, students, and employees will follow state law and AUSD Board Policies.

(cf. 1112 – Media Relations)
(cf. 9011 – Disclosure of Confidential/Privileged Information)

Crisis Communications

During a disturbance or crisis situation, the District Office will manage communications with stakeholders so that site staff(s) can focus on the safety of students and employees.

The Senior Manager, Community Affairs or designee, in consultation with the Superintendent or designee, will work across departments, with site administrators and with public safety agencies, to provide accurate information and regular updates to the community, as laid out in the Crisis Communications Plan.

The Senior Manager, Community Affairs or designee will provide information and regular updates to families and the general public via:

1. The district website
2. The district's social media platforms
3. Community social media platforms
4. Local/regional media
5. Recorded telephone messages for parent/guardians

(cf. 0450 – Comprehensive Safety Plan)
(cf. 3516 – Emergencies and Disaster Preparedness Plan)

Bias-related incidents

A bias-related incident is an act directed at a person or group based on actual or perceived characteristics, including race, color, sex, religion, national origin, sexual orientation, disability, citizenship status, and other characteristics protected by law.

Disciplinary and student support responses to bias-related incidents will be decided by applicable anti-discrimination and anti-bullying policies.

Disseminating information regarding bias-related incidents shall be handled on a case by case basis. The following factors shall be considered in determining if and how a bias-related incident will be reported out:

- a) Number of witnesses
- b) Outside interest
- c) Hate crime status
- d) Severity of threat
- e) Wishes of affected individuals
- f) Best practices for restorative justice
- g) Laws regarding student and employee privacy

If staff determines that information regarding a bias-related incident will be shared with the public, staff may disseminate information about the incident with the following entities:

- a) Board of Education
- b) Union leaders
- c) Staff
- d) Parent leaders
- e) Student leaders
- f) The AUSD school community where the bias-related incident occurred
- g) Faith leaders
- h) Alameda community leaders
- i) The entire Alameda community

District staff will also post, promote, and update information about the bias-related incident when appropriate to do so, in any of or in combination of the following mediums:

- a) A notice on the websites of district and relevant school sites
- b) Notices on social media
- c) Robocalls
- d) The district newsletter
- e) An FAQ about the issue

Using data collected by the district's Bias-Related Incident Tracking Tool, the district will also issue reports on the number of bias-related incidents to the Board of Education and across the district on a semi-annual basis, in order to review and analyze the data and response strategies.

(cf. 0410 – Nondiscrimination in District Programs and Activities)
(cf. 3515 – Campus Security)
(cf. 5131 – Bullying)
(cf. 5137 – Positive School Climate)
(cf. 9011 – Disclosure of Confidential/Privileged Information)

(cf. 1400 – Relations Between Other Governmental Agencies and the Schools)

Regulation ALAMEDA UNIFIED SCHOOL DISTRICT

Approved: