

**CLASSIFICATION: Business and Noninstructional
Operations****ADOPTED: 1/5/79****REVISED: 9/13/95****SUBJECT: Mailing Lists, Establishment of****PAGE: 1 of 3**

The County Superintendent of Schools establishes an administrative regulation to facilitate the establishment and maintenance of mailing lists for educational and business purposes of the San Diego County Office of Education. The Graphic Communications Section of the Personnel Services Division is responsible to maintain a system to prepare mailing lists and produce mailing labels. The Graphic Communications Section shall prepare a reference list of all active mailing lists by number for annual distribution to selected staff. The reference list of active mailing lists shall be available to others upon request.

ESTABLISHMENT OF MAILING LISTS

A program manager shall obtain approval of the division assistant superintendent to establish a new mailing list which will be maintained by the Graphic Communications Section to ensure that the proposal supports the mission and goals of the San Diego County Office of Education. The originator prepares a list of addresses and describes the purpose(s) of a proposed mailing list in detail on the *Graphic Communications Requisition*, Form 68. The general type(s) of material to be sent to the addressees, the estimated frequency of mailings, the projected life of the mailing list, and any conditions on its use or restrictions on disclosure should be specified by the originator.

The Graphic Communications Section is responsible to review the proposed mailing list to avoid duplication, input the list into the mailing list system to ensure accuracy, and "bar code" on the label for reduced mailing costs. A printout of the completed mailing list is provided to the originator.

MAINTENANCE OF MAILING LIST(S)

The originator is the "person responsible for list" for the purpose of authorizing revisions on an established mailing list. The *Mailing List--Notice of Change*, Form 41, is sent by the originator to the Graphic Communications Section to make periodic changes on a mailing list. The originator or the Graphic Communications Section may initiate periodic review of the accuracy of a complete mailing list. A single-column printout of each mailing list is reviewed, revised as required, initialled, and returned by the originator to Graphic Communications Section. The revised printout is returned to the originator upon completion of the updating.

**CLASSIFICATION: Business and Noninstructional
Operations****ADOPTED: 1/5/79****REVISED: 9/13/95****SUBJECT: Mailing Lists, Establishment of****PAGE: 2 of 3**

An employee's home address and telephone number shall be removed from any mailing list maintained by the San Diego County Office of Education upon written request of the employee filed with the Personnel Services Division under Government Code section 6254.3, except if the list is used exclusively by the County Superintendent of Schools to contact the employee.

DISCONTINUANCE OF A MAILING LIST

The originator of a mailing list shall notify the Graphic Communications Section when a mailing list becomes inactive. The Graphic Communications Section shall remove the mailing list from the mailing list system.

DISTRIBUTION OR SALE OF ACTIVE MAILING LIST(S)

Distribution or sale of printed mailing lists shall be coordinated through the Graphic Communications Section. A reference list of all active mailing lists by number available from the San Diego County Office of Education may be furnished upon request to San Diego school and community college districts.

Schools and public agencies not regularly served by the San Diego County Office of Education and individuals may request copies of mailing lists and mailing labels subject to availability and payment of the established cost plus sales tax. The County Superintendent of Schools or his/her designee shall authorize sale of mailing list(s) and shall establish a price for the information requested.

Any mailing list of home addresses and telephone numbers of employees of the County Superintendent of Schools or school or community college districts is not deemed to be a public record open to public inspection except as provided by law. The approval of the County Superintendent of Schools or the Assistant Superintendent, Personnel Services Division, shall be required to authorize release of any mailing list containing employee addresses and/or telephone numbers to anyone other than the originator.

SAN DIEGO COUNTY OFFICE OF EDUCATION

**ADMINISTRATIVE
REGULATION NO. 3525**

**CLASSIFICATION: Business and Noninstructional
Operations**

ADOPTED: 1/5/79

REVISED: 9/13/95

SUBJECT: Mailing Lists, Establishment of

PAGE: 3 of 3

**Derivation: Former Operational Procedure No. 3761.1, Adopted 1/5/79. Amended and Renumbered
3525, 9/13/95.**

**Legal Reference: Government Code
6254.3**