

DRAFT-Not yet approved by Committee

**Riverside Unified School District
Communications and Public Relations**

**Communications Board Subcommittee Meeting
Monday, Jan. 30, 2012
10:00 AM**

CALL TO ORDER:

Mrs. Allavie called the meeting to order at 10:01 AM

PRESENT: Mrs. Kathy Allavie (Chair), Mrs. Patricia Lock-Dawson, Dr. Rick Miller,
Mr. John Schreck, Mrs. Jacquie Paul

**1. Approval of Minutes from the 9-22-11 Communications Board
Subcommittee Meeting**

The committee unanimously approved the minutes of the 9-22-11 Communications Board Subcommittee.

INFORMATION

1. Naming Policy Rules and Regulations

The committee reviewed recommendations to name district facilities for community members. In particular, the committee discussed recommendations to name athletic facilities at Poly and Arlington High School for Mr. Ben Hammerschmidt and Mr. Sam Peachee.

- Mrs. Allavie went over the process that is used to consider the naming of a facility, per the recently-revised board policy.
- Mrs. Allavie stated that, as was suggested by Dr. Miller, an honor walk bearing the names of individuals who have made a positive lasting impact RUSD, would be an appropriate and lasting way to remember them.
- In response to a question from Mrs. Lock-Dawson, Mrs. Allavie said that individuals interested in honoring Mr. Hammerschmidt have formally requested that he be honored while the baseball field at Arlington was informally named for Mr. Peachee without appropriate board action.
- The committee agreed that both men have close ties to the district and schools and have made significant contributions to students and athletes.
- The committee agreed to examine the idea of an honor walk further and to meet with a representative from HMC architects to work on possible sketches for how this may look.

- Mrs. Lock-Dawson indicated that it would be a good idea to inform those interested in obtaining the recognition of the district's plan before it comes to a board meeting as a matter of courtesy.
- Mrs. Allavie stated that the next step would be to take the matter to the whole Board for a vote and noted that per policy, the recognition would require unanimous approval to move forward from there.

2. Communications Efforts

The committee reviewed marketing and public relations efforts taken on by the district.

- Mr. Schreck stated that district staff has done much with a small budget to promote RUSD.
- Dr. Miller emphasized that before any effort is launched, staff carefully examines "what is the message?"
- Mr. Schreck highlighted some areas of particularly growth and success including the newly designed website, which gets more than 1 million hits per month; videos produced by students bringing the district excellent content while helping students to learn career skills; and a dramatic improvement in relationships with other agencies, such as the City of Riverside.
- Dr Miller commented that projects such as the Good Morning Riverside event have set the bar for further communications efforts.

3. Potential City Ordinance Banning Electronic Signs

Mrs. Allavie stated that this issue is still unfolding and currently there is nothing concrete to report as the issue has been tabled for now.

4. Revamping Board Meetings

The committee discussed possible revisions to Board Meetings to make them more user-friendly and efficient.

- Mrs. Allavie stated that this issue came up at a recent Board retreat.
- The committee discussed several issues and talked about things that can be changed right away and those that may take a little longer to address.
- Dr. Miller stated that the committee should consider revising board policy to clarify and refine the way the board meetings are run. Mrs. Allavie stated she would work on this.
- With regard to speakers who come before the board, Mrs. Lock-Dawson stated that those who want to address the board shouldn't have to wait until the end. And, groups normally on the agenda should not feel they need to speak if they don't have pertinent news to report.

- The committee agreed that consistent time limits for speakers should be put in place.
- The committee further discussed which staff members need to attend all meetings and whether seating arrangements for staff should be adjusted.
- With regard to the time of meetings, the committee discussed starting closed session slightly earlier to allow a break between closed session and the open session. It also was suggested to place an end time on meetings

5. Employee Awards System

This item was tabled and will be addressed at a future subcommittee meeting.

PUBLIC RELATIONS

1. Unscheduled Communications:

There were no unscheduled communications.

ADJOURNMENT

The meeting was adjourned at 11:55 AM.