

**DRAFT-Not yet approved by Committee**

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

**Communications Board Subcommittee Meeting  
Monday, June 20, 2011  
9:00 a.m.**

**CALL TO ORDER:**

Mrs. Allavie called the meeting to order at 9:00 AM

PRESENT: Mrs. Kathy Allavie (Chair), Mrs. Gayle Cloud, Dr. Rick Miller, Mr. John Schreck and Mrs. Jacquie Paul

**1. Approval of Minutes from the 6-1-11 Communications Board Subcommittee Meeting**

The committee unanimously approved the minutes of the 6-1-11 Communications Board Subcommittee.

**INFORMATION**

**1. Annual Report Review**

The subcommittee continued discussion of the design/content of the 2011 RUSD Annual Report.

- The committee suggested some changes/additions to the content of the report to make it more clear, consistent and easy to understand.
- Staff noted the changes and stated that they would address those before the next meeting.
- In response to a question from Mrs. Allavie regarding the timing of when the report arrives in homes, Mr. Schreck stated that bulk mailings cannot be precise to the date desired for delivery, but can come very close.
- Mrs. Allavie stated that she would like to see the Annual Report made into a poster that could be displayed at sites throughout the District.

**2. Two-minute Elevator Speech Pamphlet**

The committee discussed and reviewed edits made to the District's "Elevator Speech" pamphlet

- Dr. Miller stated that the target audience for this publication are Realtors who want to have concrete information about schools to share with potential home buyers.
- Mr. Schreck presented examples of a brochure and a business card that would include essential information about the school district.
- Dr. Miller emphasized that it is important to tell the District's story in many different ways to many different audiences.
- In response to a question from Mrs. Allavie, Mr. Schreck stated that the cost for the elevator brochures would not be extensive because they are being printed in house on a less-expensive paper.
- In regard to the related "Elevator Card," Mr. Schreck noted that while the District needs to showcase its programs, the content should not be too busy.

### **3. Review of June 4 event at the Plaza**

- The committee recapped the June 4 School's Out for Summer Event at the Plaza. Committee members noted that it was well-attended and positive and would like to have similar events in the future.
- Mrs. Cloud suggested a similar event could be held closer to the beginning of school. Staff stated they were unsure if that may work this year, given a short time for planning, but added that it might be a good idea for the future.

### **4. Update on Cyber-Bullying Policy**

- The committee started discussions on whether the District needs to put a cyber-bullying policy in place.
- Committee members expressed concerns about being responsible for students' activities when they are away from school.
- Dr. Miller noted that incidents that happen away from school should be under the jurisdiction of law enforcement.
- Mrs. Allavie questioned if a policy could be drafted to protect staff when these issues are brought to light.
- Mrs. Allavie stated that any new policy would need to define the boundaries of jurisdiction for the school district; protect staff; and define bullying.

### **5. Update on Naming Policy**

- The committee briefly discussed revisions to Board of Education Policy #7310: Memorials, Naming of School Facilities, and Sponsorships
- Dr. Miller noted that the new policy is a great improvement on what the District currently has and that adjustments could be made going forward.

### **6. Review of District Goals and Objectives**

- The committee reviews and discussed a pyramid format of District Goals and Communications developed by Mrs. Allavie.
- The committee liked the direction and message and suggested that the pyramid be designed as an arrow for more emphasis. The committee agreed to this concept.

## **PUBLIC RELATIONS**

### **1. Unscheduled Communications**

- The committee had no unscheduled communications

## **ADJOURNMENT**

The meeting was adjourned at 11:05AM.