

**DRAFT-Not yet approved by Committee**

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

**Communications Board Subcommittee Meeting  
Thursday, Sept. 22, 2011  
8:00 AM**

**CALL TO ORDER:**

Mrs. Allavie called the meeting to order at 8:00 AM

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

**1. Approval of Minutes from the 8-31-11 Communications Board Subcommittee Meeting**

The committee approved the minutes of the 8-31-11 Communications Board Subcommittee with a clarification on comments Mrs. Cloud made about the budget. Mrs. Cloud said she felt the public may not fully understand the implications of budget issues that affect education.

**INFORMATION**

**1. Naming Policy Rules and Regulations**

The committee reviewed revised Rules and Regulations to this policy.

**2. Sponsorship Opportunities**

Staff reviewed the district's new sponsorship program with committee members.

- Mr. Schreck discussed sponsorship opportunities that have come to the district to help defray student program and activity costs.
- In response to a question from Mrs. Allavie, Mr. Schreck emphasized that staff has been working closely with the business office to ensure that funds collected are distributed equitably.
- Dr. Miller emphasized that an important aspect of the program is transparency and that all monies collected from sponsors will be listed on the District Website. He also stated that schools will not use the funds for salaries, but that money collected through the program must be used for student programs.
- In response to a comment from Mrs. Cloud, Dr. Miller agreed that this program is one way to maintain extra-curricular and co-curricular programs just as many other districts have to get rid of these programs due to budget cuts.

### **3. Communicating Information about the Budget to the Public**

The committee discussed ways to communicate information about the budget with the general public.

- Mrs. Allavie and Mrs. Cloud said they both have found that community members and parents have expressed confusion over the budget situation.
- Dr. Miller stated that educational finances can be quite complicated and difficult for the average person to fully grasp. He said the district has done much to explain the budget through efforts such as the RUSD Annual report, which put the situation into easy-to-read graphic charts. The new Website, Superintendent's blog, and other communications tools also have helped.
- Mrs. Allavie suggested that perhaps more communication could be done in the coming year as the district prepares to make budget decisions for the coming fiscal year.
- Dr. Miller stated that the district will continue communication efforts; but added that the district does have limited staff and resources available for such efforts.

### **4. Changing School Culture**

This item was tabled for a future meeting.

## **PUBLIC RELATIONS**

### **1. Unscheduled Communications:**

There were no unscheduled communications.

## **ADJOURNMENT**

The meeting was adjourned at 10:01 AM.