

DRAFT-Not yet approved by Committee

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

**Communications Board Subcommittee Meeting
October 4, 2012
8:31AM**

CALL TO ORDER:

Mrs. Allavie called the meeting to order at 8:31 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 8-20-12 Communications Board Subcommittee

The committee approved the minutes of the 8-20-12 Communications Board Subcommittee meeting.

INFORMATION

1. Guidelines for Honor Walk

- The committee continued discussions about criteria to be used when evaluating nominees for the District Honor Walks.
- Mrs. Allavie shared some draft guidelines to help the committee in this effort.
- Dr. Miller noted that it would be important to ensure that the Communications Board Subcommittee evaluates all nominations.
- Mrs. Allavie emphasized that it would be important that nominations not come from only one person and added that they should not be rushed.
- Mrs. Lock-Dawson agreed and suggested an application packet could be prepared to make the process more streamlined and uniform.
- The committee agreed that Honor Walk honorees should be carefully considered as this is a serious and lasting honor.
- Mrs. Allavie stated that she would incorporate committee input in a revision of the draft guidelines for the committee to consider.

2. Hammerschmidt Dedication Plans

- Mr. Schreck stated that original plans to hold this event in conjunction with the Poly High School homecoming would be impossible as the wall near the Honor Walk would not be complete by that time.

- Mrs. Allavie stated that it would be a good idea to hold the event in April in conjunction with a baseball game.
- Mr. Schreck agreed and said we could televise the event on the city's cable channel.
- Mrs. Allavie stated that the community group that proposed Mr. Hammerschmidt's honor was moving forward with plans to develop a scholarship in his name.
- In a related matter, Mrs. Allavie stated that no one has approached the committee regarding an event to dedicate the Honor Walk at Arlington High School. Mr. Sam Peachee is the first honoree on that Honor Walk.

3. Update on Naming Issues

- The committee continued discussions on nominations to have district facilities named for Mr. Arthur Littleworth and Mrs. Lewis Vanderzyl.
- Dr. Miller said he would work on a communication to the rest of the Board to let them know that the committee recommends not naming the board room for Mr. Littleworth, as another District building is already named in his honor. Mrs. Allavie added that she'd like to emphasize that the committee is looking at more ways to honor Mr. Littleworth at the theater that already has been named for him.
- In reference to Mr. Littleworth, Mrs. Allavie said she would like to see something done at Poly's Littleworth Theater to make it look nicer and to emphasize that it is named in his honor. Dr. Miller said some relatively inexpensive improvements could be made, possibly using Measure B funds.
- The committee agreed to move forward with plans to name the Central Middle School multipurpose room in honor of former Board of Education member Lewis Vanderzyl.
- Mrs. Lock-Dawson and Mrs. Allavie stated that they would like this to be a priority item for the beginning of the new year.

4. Feedback on Annual Report

- Mr. Schreck said he had spoken with 80 people about the Annual Report and only two remember seeing it.
- Mrs. Allavie wanted staff to talk to Altura credit union to see how many people had contacted them to say they had seen the Annual Report.
- Dr. Miller said he thought that the lack of readership may be due to families dealing with their own issues in the current economy, they may have less time to read outside information.
- Mrs. Lock-Dawson agreed, adding that people may be fatigued from a lot of information coming their way and may be "burned out."
- Dr. Miller added that the first time something is done; it has an impact, but loses that impact over time. In addition, this may not be the best medium to communicate with the community.

- Mrs. Allavie said that the committee would have to give the topic more consideration before deciding whether to publish another Annual Report for the 2013-2014 school year.

5. Communications Goals for the Coming Year

- Mrs. Paul shared a list of communications/marketing projects completed in the past year.
- Dr. Miller noted that the District has drastically changed its communications approach in the past few years, with a significantly smaller staff.
- Dr. Miller noted that he meets with staff regularly to honestly discuss the district's communications strategies. He noted that the sponsorship program is one new program to come out of these discussions.
- Mrs. Lock-Dawson noted that a goal for the coming year would be to improve communication from front-line staff working with the public.
- Dr. Miller agreed and said that progress is being made in this area.
- The committee agreed it would be important for the district to work on developing ways to cultivate the acceptance of new ideas; and to break down walls so that all can work together.

PUBLIC RELATIONS

1. Unscheduled Communications

- There were no unscheduled communications.

ADJOURNMENT

- Mrs. Allavie adjourned the meeting at 10:20 AM