

DRAFT-Not yet approved by Committee

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

**Communications Board Subcommittee Meeting
February 5, 2013
4:30 PM**

CALL TO ORDER:

Mrs. Allavie called the meeting to order at 4:42 PM

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

1. Approval of Minutes from the 12-21-12 Communications Board Subcommittee

The committee approved the minutes of the 12-21-12 Communications Board Subcommittee meeting.

INFORMATION

1. Poly Littleworth Theater Improvements

- The committee discussed improvements to the Poly Littleworth Theater, including signage on the outside of the building and improvements to the lobby that would enhance the appearance as well as to highlight RUSD history and the contributions of the building's namesake, Arthur Littleworth.

Action: Mrs. Allavie and Mrs. Lock-Dawson agreed to work together to complete a specific plan for improvements to the theater.

2. Lewis J. Vanderzyl

- The committee reviewed plans to honor former Board of Education member Lewis J. Vanderzyl by naming the Central Middle School Multipurpose Hall after him.
- The committee reviewed a mock-up of a plaque to be included in the Multipurpose Room and also discussed signage on the outside of the building and above the stage.

Action: The committee agreed to take up the responsibility for planning a dedication ceremony and directed staff to set a meeting and to invite Mrs. Vanderzyl and Mrs. Beaty, both of whom helped to organize his retirement event, to be part of the event committee, along with Central staff.

3. Parent Communication

- Mrs. Allavie stated that she had heard from a parent that elementary report cards were difficult to understand because the terms used on the report cards do not make sense to some parents.
- Mrs. Allavie stated she understood that the words on the elementary report cards are meant to align with standards, but said that they don't serve as a useful communication tool for parents.
- Mr. Schreck pointed out that the Aeries grade reporting system used for secondary students uses more common language and is easier for parents to understand.
- No action was required on this item at this time, but it was left as an item that may require further discussion in the future.

PUBLIC RELATIONS:

1. Unscheduled Communications

- The committee briefly discussed the governor's new funding model and agreed that the district will need to begin to think of how to communicate this to the community.

ADJOURNMENT:

The meeting was adjourned at 6:15 PM.