

DRAFT-Not yet approved by Committee

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

**Communications Board Subcommittee Meeting
Monday, June 18, 2012
9:00 AM**

CALL TO ORDER:

Mrs. Allavie called the meeting to order at 9:02 AM

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

1. Approval of Minutes from the 4-25-12 Communications Board Subcommittee

The committee approved the minutes of the 4-25-12 Communications Board Subcommittee meeting.

INFORMATION

1. Discussion of Policy 9323.1

- The committee discussed Policy 9323.1 as it relates to the logistics of organizing Board of Education meetings.
- The committee agreed that if possible, presentations to honorees would not be held on the same nights as student performances in an effort to streamline meetings.
- The committee also clarified that no student performances would be scheduled for meetings held during the months of May-August due to heavy student awards presentations during the May and June meetings and the fact that students are away during the summer months.

2. Annual Report

- The committee heard plans for the 2012 Annual Report to the community.
- Mr. Schreck stated that the design would be similar to an iPad screen to showcase the district's use of instructional technology.

- Mrs. Paul confirmed that Altura Credit Union has agreed to cover the cost of printing and mailing the report.
- Regarding the budget piece, the committee decided to make the information simpler, but Dr. Miller stated that it still should include a graphic to show where California ranks in relation to other states.
- Mrs. Lock-Dawson stated that some general information about the district, such as how many elementary, middle and high schools there are, should be included.
- The committee directed staff to continue work on this project and bring a draft back to a future meeting for further review.

3. Naming Opportunities in the District (note: this item was taken earlier in the agenda to accommodate members of the public who wanted to give their input)

- Mr. Roberts stated that he liked the direction the District was going with respect to the Poly High School Honor Walk honoring longtime coach Ben Hammerschmidt.
- Dr. Miller asked Mr. Roberts to help the committee by coming up with three words that would best describe Mr. Hammerschmidt's values for inclusion on the Honor Walk.
- Mrs. Allavie requested that community members submit to the committee a photo of a plaque to be donated and proposed writing to appear on that plaque which would contain additional information about Mr. Hammerschmidt.

4. Web Page calendar

- Mrs. Allavie stated that she hoped the Web Page calendar could be updated sooner with dates such as the first day of school, etc.
- Mrs. Paul said she works on the calendar for the coming year during the summer months and that the calendar will be updated soon.
- The committee discussed a possible employee calendar that could be added.

5. Suggestion Box

- The committee agreed that it is a good idea to allow the community to make comments via the Suggestion Box, but members stated that it was too hard to get back to people who requested a response as the suggestions often are made anonymously and sometimes those who wrote in did not include contact information.

- Because of the difficulty in maintaining a way to communicate to all of those who wrote in, the committee agreed to discontinue the Suggestion Box for the time being.

6. Policy Rewriting:

- Mrs. Allavie stated that she'd like new policies to be written in a way that the public could more easily understand and suggested that the Communications Subcommittee may be able to help in that area.
- Dr. Miller stated that this might be especially important in the policies which parents are most likely to read.

7. Board Table:

- Mr. Schreck shared cost estimates for remaking the Board Table (dais)
- Committee members felt the cost of the project was prohibitive. Mr. Schreck said this was a preliminary estimate and that he was waiting for more concrete figures.

PUBLIC RELATIONS

1. **Unscheduled Communications**

There were no unscheduled communications.

ADJOURNMENT

- Mrs. Allavie adjourned the meeting at 11:02 AM