

DRAFT-Not yet approved by Committee

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

**Communications Board Subcommittee Meeting
May 15, 2014
11:30 AM**

CALL TO ORDER:

Mrs. Allavie called the meeting to order at 11:30 AM

PRESENT: Mrs. Kathy Allavie (Chair), Mrs. Patricia Lock-Dawson, Mr. Mike Fine, Mrs. Judi Paredes, Mrs. Jacquie Paul, Mr. Brad Shearer, Mr. Marco Eacrett, Mrs. Carolina Michel, Mr. Steve Dunlap

1. Approval of Minutes from the 4-14-14 Communications Board Subcommittee meetings

This item was tabled since Mrs. Cloud was not present to vote on approval.

INFORMATION

1. Littleworth Theater

(This item was moved up on the agenda in order to accommodate Mr. Eacrett)

- Mr. Eacrett discussed quotes that have been received for remodeling work to the inside of the Littleworth Theater at Poly High School. He said the estimated quote for all work came to approximately \$15,500.
- The cost for a mural featuring the life of Mr. Littleworth would be approximately \$3,000. Mrs. Allavie stated that Best, Best and Krieger would help to pay that cost.
- Mr. Eacrett said the costs do not include replacement of carpets.
- Mrs. Allavie said she was happy with the reduced costs for the project and is hopeful that this can be completed by fall, when a book about Mr. Littleworth's life will be complete.

Action: The committee agreed to move forward with plans to update the Littleworth Theater.

2. Report Cards

The committee discussed changes to the elementary report cards and edits made since the last Board of Education Meeting.

- Mr. Dunlap noted he ran the new design by teachers and community members. Some expressed concern that it looked like advertising, due to an informational graphic on the front.
- Mr. Dunlap presented an alternative version that was created in more of a “letterhead” style.
- Mrs. Allavie said the information on the front of the report card was meant to help parents to better understand the purpose of the report card.
- Mrs. Lock-Dawson stated she could see that some parents may think the design presented might appear like advertising, but also didn’t like the letterhead format. She thought a compromise design could work; and maybe something that could include the word “Important” to grab parents’ attention.

Action: The committee agreed with the report card language to be presented to the full Board and asked for some changes to the front design.

3. Common Core Communications Plan

The committee heard a brief overview of a communication plan to roll out our implementation of the Common Core State Standards.

- Mrs. Paredes noted that she had developed a Common Core Communication team made up of herself, Strategic Communications Supervisor Jacquie Paul, Instructional Services Specialist Carolina Michel, Madison Elementary School Secretary Jade Beasley and parent Sandra Huerta.
- Mrs. Paredes said the key messaging will be organized into four quadrants on an info-graphic that is still being designed.
- A web site will offer easy-to-understand resources that will help parents access information to help their children.
- Mrs. Lock-Dawson liked the idea and suggested that maybe we could have bite-sized information as well, such as a common core term of the day.

Action: Mrs. Paredes and Mrs. Paul plan to bring updated communications materials to the subcommittee for review at a future meeting.

4. RUSD Public Relations

A brief discussion took place related to the RUSD Strategic Supervisor position.

- The committee suggested the position might need to be changed to better serve the district by having this person work directly with the superintendent, board and cabinet.
- Discussion also took place about whether the Strategic Communications Supervisor should be housed in the District Office so that the Board and cabinet could more easily communicate with her. This also would help to provide for privacy when dealing with confidential matters.
- Mrs. Lock-Dawson and Mrs. Allavie requested that Mrs. Paul start attending Board of Education meetings.

Action: Staff said they would take this matter under advisement for further consideration; Mrs. Paul will start attending Board of Education meetings.

5. Celebration of 50th anniversary of district desegregation

This item was tabled.

6. King Baseball Scoreboard

This item was tabled.

PUBLIC RELATIONS:

1. **Unscheduled Communications**

There were no unscheduled communications

ADJOURNMENT: The meeting was adjourned at 1:05 PM.