

DRAFT-Not yet approved by Committee

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

**Communications Board Subcommittee Meeting
April 14, 2014
8:30 AM**

CALL TO ORDER:

Mrs. Allavie called the meeting to order at 8:34 AM

PRESENT: Mrs. Kathy Allavie (Chair), Mrs. Gayle Cloud, Mr. Mike Fine, Mrs. Adriana Curiel, Mr. John Schreck, Mrs. Jacquie Paul

1. Approval of Minutes from the 3-4-14 Communications Board Subcommittee

The committee approved the minutes of the 3-4-14 Communications Board Subcommittee meeting.

INFORMATION

1. PTA/Parent Engagement

The committee heard from Mrs. Adriana Curiel, Parent Involvement Chair for the Riverside Council PTA about efforts being made to increase parent engagement.

- Mrs. Curiel discussed efforts to increase parent engagement; and specifically discussed the RCOE Parent Engagement Leadership Initiative. In its first year, the Poly cluster schools were invited to attend a training session...designed as a “train the trainers” model.
- Mrs. Curiel said that PTA uses many good parent engagement programs; including the School Smarts program now at some elementary schools; but said she liked the PELI program because it was developed locally.
- Mrs. Curiel said the Riverside Council PTA plans to continue to use the PELI program in the future.
- Mrs. Curiel said the plan is to bring the training to Longfellow next.
- Mrs. Allavie said it could be a good idea to have one session at a high school each year; rotating high schools.
- In response to a question, Mr. Fine noted that the LCAP includes a plan for a community liaison who could work with parents.

Action: The committee stated they will keep the PTA parent engagement efforts and programs in mind as the district designs the community liaison position and develops its parent engagement program.

2. Plan to distribute LCAP Information to community

The committee discussed plan for rolling out the district's draft LCAP to the community.

- Mrs. Paul distributed the LCAP communication plan for community review of the draft plan.
- Mr. Fine highlighted that communication will include an infographic to condense plan highlights into an easy to understand format. He also stated that staff is producing a video that will include a brief introduction to the process and will then highlight the components once the plan is developed.
- Mr. Fine noted that we will have two community forums; an online comment period; and a public hearing before the plan is adopted.

Action: This item was for information only.

3. Littleworth Theater Updates and planning for the 2015-50th anniversary of RUSD's voluntary desegregation of schools

The committee discussed updates to the Littleworth Theater at Poly High School and possible recognitions of the upcoming 50th anniversary of RUSD'S voluntary desegregation of schools.

- Mrs. Allavie stated that architect Marco Eacrett did not yet have updated designs.
- Mrs. Allavie stated that another board member had suggested putting large graphics in the Board Room commemorating the 50th anniversary of the desegregation of the district.
- The committee decided they need to discuss the issue further.
- Mrs. Cloud noted that not all saw the desegregation plan as a good thing because children were bussed out of their own neighborhoods. She said the Board needs to be sensitive to all viewpoints.

Action: Staff and board members planned to speak to members of communities affected by our desegregation to gauge their feelings on recognizing the anniversary before moving forward with plans.

4. Naming Issues

The committee continued ongoing discussions about proposals to name facilities for individuals in the community.

- The committee discussed the idea of an historical banner that could include pictures and information about employees who have made a difference.

Action: The committee asked Mr. Schreck to look into the cost/design etc. of creating such a banner.

PUBLIC RELATIONS:

1. **Unscheduled Communications**

There were no unscheduled communications

ADJOURNMENT: The meeting was adjourned at 10:10 AM.