

**DRAFT-Not yet approved by Committee**

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

**Communications Board Subcommittee Meeting  
Wednesday, Dec. 18, 2013  
10:30 AM**

**CALL TO ORDER:**

Mrs. Allavie called the meeting to order at 10:39AM

PRESENT: Mrs. Kathy Allavie (Chair), Mrs. Patricia Lock-Dawson, Mr. Mike Fine, Ms. Gina Airey, Mrs. Joyce Threadgold, Mrs. Sandy Ramirez, Mr. John Schreck, Mrs. Jacquie Paul

**1. Approval of Minutes from the 11-13-13 Communications Board Subcommittee**

The committee approved the minutes of the 11-13-13 Communications Board Subcommittee meeting.

**INFORMATION**

**1. LCAP Update**

The committee received an update on the LCAP community outreach plan and plan development. Consultant Gina Airey attended the meeting and discussed the role she would play in the process.

- Mr. Fine reviewed the LCAP development process chart with the committee and stated that the first meeting of the Steering Committee had taken place the previous week.
- The committee was briefed on the outreach process and reviewed a list of stakeholder groups that were being engaged was shared.
- Mr. Fine noted that there would be a series of community input meetings including five meetings to be held at local high schools and led by high school students.
- Mr. Fine said that comments would be audio-recorded and that note-takers also would be present at the meetings.
- The committee worked together to frame the “big question” which was determined to be “What would most help all students in RUSD to be successful?”
- Mr. Fine noted that the community input would be collected before the end of February and that an outside non-profit organization working with consultant Gina Airey would synthesize and analyze comments to come up with “themes.”

- Mr. Fine stated that data would be ready to be presented to the Board in March so that the process of drafting the plan could begin.
- Mr. Fine noted that special Board study sessions also will be held to give the Board “expert” input on issues related to the three focus subgroups identified by the state. Information on “existing plans” also would be shared.
- The committee agreed to accept written input as well as input from the meetings in order to include more people in the process. Although this would increase the cost of data analysis, the committee agreed that it would allow for more robust and inclusive feedback from the community.
- Mrs. Lock-Dawson stated she also would like to have a web page with a separate, unique address that could be used to update information on LCAP and would include a window where the public could answer the big question.
- The committee decided against a survey to include as part of the process.
- In discussing the communication plan, Mrs. Paul noted that a heavy, persistent and multi-level approach would be taken to ensure that the community is well-aware of what is going on at each stage.

**Action:** The committee agreed to move forward with Phase II of the scope of work outlined by consultant Gina Airey and to recommend approval of an additional \$80,000 to complete the work. The expenditure would be sent to the full board for approval at a special meeting.

## **2. Littleworth Theater Update**

Mrs. Allavie reported that there was no new information on this issue.

## **3. Naming Issues**

The committee discussed ongoing naming issues and a draft of a naming request form.

- Mrs. Allavie stated she liked the draft naming nomination form presented but hoped it could be made as simple as possible.
- The committee discussed specific nominations and planned to move forward with a recommendation for an addition to the Poly Honor Walk; although since the Honor Walk was just dedicated this past fall, this should take place in the following school year.
- Mrs. Lock-Dawson stated that only one dedication a school year should take place and asked whether that should be outlined in policy.
- The committee continued discussion about a proposed Employee Honor Wall in the Board room.
- The committee also discussed the proposed naming of the Board Room for Arthur Littleworth.

**Action:** The committee decided not to recommend the naming of the Board Room for Arthur Littleworth, noting that there already is a building in the district named in his honor. The committee also agreed to continue work on Honor Walk guidelines and a naming nomination form. In addition, the committee agreed to work on the development of a policy related to an Employee Honor Wall, which possibly could be an addendum to BP 7310.

#### **4. Live Web Board Meeting**

The committee continued a discussion about providing live coverage of Board of Education meetings.

**Action:** The Committee directed staff to begin live-streaming Board of Education meetings online only at this time.

#### **PUBLIC RELATIONS:**

##### **1.     Unscheduled Communications**

- There were no unscheduled communications

**ADJOURNMENT:** The meeting was adjourned at 12:30 PM