

**RIVERSIDE UNIFIED SCHOOL DISTRICT  
DEPARTMENT OF PERSONNEL  
LEADERSHIP & DEVELOPMENT**

**COMMUNICATIONS  
BOARD SUBCOMMITTEE  
Riverside Unified School District  
3380 14<sup>th</sup> Street Riverside, CA 92501  
Tuesday, March 17, 2015  
Conference Room 3 - 12:00 Noon**

*As required by Government Code 54957.5, agenda materials can be reviewed by the public at the District's Administrative Offices, Reception Area, First Floor, 3380 Fourteenth Street, Riverside, California 92501.*

**AGENDA**

**CALL TO ORDER:**

**1. Approval of Minutes from the 09-16-14 Board Subcommittee**

The committee will be asked to review and approve minutes of the 09-16-14 Board Subcommittee meeting.

**INFORMATION**

**1. Memorials, Naming of School Facilities, and Sponsorships – Board Policy 7310**

Consideration of naming library for Ardie Bailor  
(Mike Fine)

**2. SBAC Letter**

The committee will review a letter going to parents regarding testing.  
(Dan Patterson)

**3. School Memorials**

The committee will discuss placement of memorials. (Dr. Kirk Lewis)

**4. End of Year – School Recognitions**

The committee will discuss end of year school recognitions. (Antonio Garcia)

## **PUBLIC RELATIONS**

### **1. Unscheduled Communications**

## **SUGGESTIONS FOR FUTURE AGENDA ITEMS**

1. Improving communications for CAC
2. Improving outreach / messaging for STEM diversity

### **Future Meeting Dates:**

April 21, 2015

May 26, 2015

June 23, 2015

## **ADJOURNMENT**

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

**Communications Board Subcommittee Meeting  
September 16 2014  
1:00 PM**

**CALL TO ORDER:**

Mrs. Allavie called the meeting to order at 1:01 PM

PRESENT: Dr. David Hansen, Mrs. Kathy Allavie (Chair), Mrs. Gayle Cloud, Mr. Jim Vaughan, Mr. Orin Williams, Mrs. Carolina Michel, Mr. Brad Shearer, Mr. Marco Eacrett, Mrs. Cati Porter, Mrs. Dawn Hassett, Mr. Tim Martin, Mr. Marco Eacrett, Mrs. Jacquie Paul

**1. Approval of Minutes from the 6-23-14 Communications Board Subcommittee**

The committee approved the minutes of the 6-23-14 Communications Board Subcommittee meeting.

**INFORMATION**

**1. Littleworth Dedication**

The committee discussed plans for the November 15 Arthur L. Littleworth Theater rededication and book launch event.

- The committee reviewed a timeline and made some suggested edits.
- It was stated that Mr. Vaughan would work on the timeline and that an additional planning meeting would be held to further discuss the rededication event.
- The committee, along with Mrs. Porter and Mrs. Hassett from the Inlandia Institute, discussed the program and other details for the event.
- Mr. Eacrett and Mr. Williams reported on the timing of getting the foyer remodeling work completed. They assured the group that this would be done in time for the event, but that they needed revisions to the timeline as soon as possible so that the mural could be completed.

**Action:** Revisions were to be made to the timeline and the Littleworth committee will continue to meet to discuss details.

**2. Report Card Letter (this item was moved up in the agenda)**

Mr. Shearer shared a revised letter to parents which explains the new elementary report card format.

- Mr. Shearer stated the letter will be available online in English and Spanish.
- Mrs. Allavie said she liked the letter. She said the committee had made “big strides” in improvements to the letter.
- Mrs. Cloud also liked the letter but had some minor edits.

**Action:** Mr. Shearer and Mrs. Michel were directed to move forward with dissemination of the letter.

**3. School Memorials**

The committee discussed the issue of memorials on our school campuses.

- The committee discussed that our new Board Policy does not allow for permanent physical memorials on a campus, but that some other options are available.
- The committee discussed some possible options for existing memorials at schools.

**Action:** The committee agreed to find out more about what is now in existence in the district before making any decisions.

**4. Revision of Board Policy 9323.1**

The committee held a brief discussion on whether to revise Board Policy 9323.1, which deals with the protocol of Board Meetings.

**Action:** The committee agreed that no action is needed at this time.

**PUBLIC RELATIONS:**

**1. Unscheduled Communications**

- There were no unscheduled communications

**ADJOURNMENT:** The meeting was adjourned at 3:10 PM



# POLICY

## Board of Education

### Riverside Unified School District

## Memorials, Naming of School Facilities, and Sponsorships

### Purpose:

To give guidance to individual schools on the appropriate ways to handle naming facilities and schools, as well as for memorializing someone who has passed away, and to clarify guidelines for sponsorships to secure operating funds that might involve naming and signage.

### Position:

It is the responsibility of the Board of Education to adopt all names for school facilities. Suggestions from the school site and the public should be submitted to the Superintendent for his recommendation and will be considered by the Board of Education, but are not binding.

#### 1. Cost of signage

- a. If the Board of Education determines that they wish to honor an individual and name a facility after someone, the District bears the cost of the signage.
- b. If a facility has been sponsored (and has an approved sponsorship contract), the costs of the signage are born by the sponsor.

2. **Memorials** to a student or staff member who has passed away need to be channeled into positive outcomes such as: a scholarship or gift to REEF in the person's honor; the planting of a tree; a day of service ( in which participants could plant a bed of flowers or gather for another kind of campus improvement); a non-permanent bench or table that could have a small plaque no larger than 3"x5" attached; or books for the library (with or without a frontispiece with the name of the honored person). Self-standing plaques or headstones are not permissible. Gifts should be reviewed by staff to ensure that they are cost neutral.

3. The honor of **naming a school facility** after a community member shall be with the consideration of the Board of Education and based on a history of outstanding support to the district and community, ties to RUSD, and/or positive accomplishments that serve as an example to RUSD and our community.
  - a. To create conformity with existing schools, elementary schools should retain the tradition of being named after authors, poets, geographic sites and presidents.
  - b. Facilities that might serve the purpose of being named after an honored person shall be: school theaters, libraries, cafeterias, multi-purpose rooms, offices and at future district honor walls.
  - c. Classroom and Academic facilities are not considered appropriate.

- d. Length of Time for Names: The Board of Education can determine after a one year “wait period” that a facility’s name may be changed and shall make that determination in consideration of information contained above.
- 4. Sponsorships** to name a facility for a given donation to the district shall include these facilities only: sports facilities (including district stadiums), fields, pools, scoreboards, and uniforms. Sponsorships will not be extended for classrooms or academic buildings. Contracts for sponsorships shall be reviewed periodically by staff.
- a. General Program Statement:

The purpose of this Program is to provide guidelines for the advertising of products or services for District revenue to supplement the diminishing monies students need for extra-curricular activities. Riverside Unified School District shall protect students and parents from exploitation and ensure that commercial activities do not interfere with educational programs. Except for instruction relating to sponsorship, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials or curriculum-related activities, except as provided by this policy. Revenue enhancement opportunities should be in keeping with the community standards of good taste, and promote positive values for the students of the District.
  - b. Definitions:

Sponsorship: Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. The term sponsorship does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.
  - c. Regulations:
    - i. SPONSORSHIP

No Sponsorship, as defined by this policy, shall be allowed unless it complies with this policy, fits one or more of the following categories, and is approved by the Superintendent or designee.

      1. Paid sponsorship in school student publication or other district publication;
      2. Maintain pre-existing advertising space for community businesses;
      3. Paid sponsorship signs on school property or at school events that meet local sign ordinances and comply with this policy;
      4. The display of product names on vending machines appropriately placed in the school for the use of students, staff, and the public;

5. Sponsorship ads that appear when students are using various Internet services.

**ii. PROHIBITED COMMERCIAL ACTIVITIES**

No sponsorship shall be accepted if it:

1. Is associated with tobacco, alcohol, illegal drugs or weapons;
2. Promotes hostility, disorder, or violence;
3. Contains vulgar, abusive, obscene, or sexually explicit language and/or imagery;
4. Is libelous;
5. Demeans or discriminates against any person or group on the basis of race, gender, ethnicity, age, disability, or religion;
6. Advocates the violation of law;
7. Inhibits the functioning of the school and/or the school district;
8. Advances any religious or political purpose or interests;
9. Promotes, favors, or opposes a candidate for elected office or a ballot measure;
10. Is associated with any company or individual whose actions are inconsistent with Riverside Unified School Districts' educational mission and goals or community values; or
11. Is otherwise in violation of the law;
12. Or is otherwise deemed unfit by the Superintendent or Designee.

**iii. DISTRIBUTION OF FUNDS**

1. The collection of funds from Sponsorship activities will be organized and accounted for by the Deputy Superintendent of Business Services. These funds will be accounted for annually with a report to the Board of Education that will be posted on the RUSD website for public viewing.
2. No portion of the sponsorship funds will be used for general fund purposes including administration; rather they will be used specifically to support extra/co-curricular programs at the school site level that may have been previously supported by "student fees." In associated procedures and regulations, there will be a plan to provide as equitable a solution as possible between school sites and programs.

Legal Reference:

Education Code

7050-7058 Political Activities of School Employees and Officers

35160 Authority of Governing Boards

35160.1 Authority of School District

35172 Promotional Activities

35182.5 Sale of Advertising Products

38130-38138 Civic Center Act

48907 Student Exercise of Free Expression

51520 Prohibited Solicitations

Adopted: July 18, 2011