

**COMMUNICATIONS
BOARD SUBCOMMITTEE
Riverside Unified School District
3380 14th Street Riverside, CA 92501
Tuesday, August 25, 2015
Conference Room 1AB - 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.

MINUTES

CALL TO ORDER: 12:06pm

Attendance: Patricia Lock Dawson, Kathy Allavie (in place of Gayle Cloud) Susan Mills, David Marshall, Justin Grayson, Robin Woods (recorder), Tad Hove (Guest).

1. Approval of Minutes from the 05-25-15 Board Subcommittee

The committee will be asked to review and approve minutes of the 05-25-15 Board Subcommittee meeting.

Action:

The committee agreed to table the minutes from 05-25-15 for approval until the next meeting.

INFORMATION

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

Memorials, Naming of School Facilities, and Sponsorships – Board Policy 7310,
Naming the Pachappa Library for Ardie Bailor
What are the next steps? Who will work on this?

Action:

Patricia Lock Dawson reviewed the subject – There was discussion amongst the committee and it was agreed upon that Patricia Lock Dawson, Gayle Cloud, Kathy Allavie, Susan Mills would schedule a trip to Pachappa. Susan would also confirm with the principal of Pachappa to make sure that she is available. The committee also discussed concerns with regards to cost. Susan Mills will check and confirm with Dr. Lewis any DSA issues and cost. Susan Mills will also call the Bailor family to confirm memorabilia that they wish to donate.

Patricia also stated Mrs. Bailor's family also has memorabilia that they may be interested in donating.

The committee briefly discussed options of ceremony and decided once they took the tour they could then move forward with regards to logistics of the dedication ceremony.

It was agreed upon that the committee would tentatively aim for a March or April 2016 dedication timeline.

2. Employee Welcome Video

Susan Mills will discuss the Department of Personnel Employee Welcome Reception that was held on Aug. 17th at Central Middle School and provide feedback about the video.

Action:

SM discussed what the concerns were and how she worked on the Communications Department with regards to them. Susan asked the committee for feedback. Mrs. Mills indicated that the Personnel Department's Goal is to provide exceptional customer service.

Committee members provided some suggestions for improvement. Mrs. Allavie stated she would like to see RUSD "Brand" all videos.

Justin has stated that his department is currently working on that as well as opening and closing.

Patricia Lock Dawson stated maybe adding a little history to the brand as well with a logo / slogan. Kathy stated she received lots of feedback and that it really gave a family feeling.

Overall the committee thought the video was great.

3. Response to Crisis

Dr. Lewis and Mr. Grayson are working on a response structure. They are working on one for principals. What kinds of crisis would we like to discuss?

Action:

Patricia would like to make sure that all Board members are updated on the process. Justin wanted to ask if cell phone #'s could be added.

Justin – suggested per Patricia that the protocol process be streamlined in a flow chart format.

Susan Mills stated Dr. Lewis unable to attend as he had another engagement. And therefore would like to table this item for the next meeting and ask Dr. Lewis to attend to review the protocol and procedures.

4. Community Complaints

David Marshall, Complaint Officer will discuss how the district responds to community complaints.

Action:

David has provided the committee with a Public Complaints procedure. David explained the process. All sites and secretaries also have a copy of the complaint procedure.

Kathy Allavie – asked the question of what type of questions are you receiving. David provided the committee with a few examples. Susan stated Dave met with a complaint officer from another district to see their forms, and we will keep data to compare at end of year to see if there are any patterns.

Kathy wanted to know what the protocol would be. Kathy and Patricia will start to email David Marshall and cc: Dr. Hansen and Susan Mills on the email.

Susan explained the facilitation of the process. Both Kathy and Patricia think that Dave Marshall's position is great and this will take some of the complaints away from the Board members.

Kathy stated this may be a change to Board protocol and update on the policy/procedure.

Patricia would like to have Dave Marshall maybe come to a Board meeting. Susan stated she will confer with Dr. Hansen for direction.

Susan stated another area that Dr. Hansen wanted this position to make sure that the appropriate person is available to triage the problem.

5. What are the goals of the Communications Department?

Justin Grayson, Public Information Officer will discuss the goals and priorities of this department.

Action:

Justin provided the committee with a draft copy of the Office of Communications Mission and Goals. He reviewed the mission statement and discussed the goals individually. He briefly explained how he would like to increase social media communications.

Kathy would like to see a way for the sites to follow up with Justin when interesting news happens to their sites/students. Justin shared different options that he is working on.

The committee provided Justin would suggestions and some feedback with regards to his "draft" of department goals.

Committee members stated they would like to have RUSD highlighted in the community of how RUSD does business. Tell our story to the community with supporting facts.

PUBLIC RELATIONS

1. Unscheduled Communications

Action:

There were no unscheduled communications.

SUGGESTIONS FOR FUTURE AGENDA ITEMS

- 1. Response to Crisis – Dr. Kirk Lewis**
- 2. Pachappa Library**

Future Meeting Dates:
September 15, 2015

ADJOURNMENT: 2:01p.m.