

Riverside Unified School District
Business and Governmental Relations Division

Board Marketing/Communications Subcommittee Meeting

Conference Room 3

Friday, April 27, 2018

1:30 p.m.

Minutes

CALL TO ORDER: Mr. Tom Hunt called the meeting to order at 1:30 p.m.

PRESENT: Mr. Tom Hunt (Chairperson), Dr. Angelov Farooq, Mr. Robert Bledsoe, Mr. Justin Grayson, Mrs. Mays Kakish, and Mr. Richard Prince (Recorder).

ALSO PRESENT: Mr. Richard Bernard and Mrs. Sandy Garcia (CSEA President).

1. Approval of Meeting Minutes

The subcommittee approved the minutes of the February 1, 2018 meeting as presented.

2. District-wide Marketing Campaign

The Board asked staff to begin research for a District-wide marketing campaign. Staff briefed the Board on why schools are performing marketing campaigns and shared what would be needed for a successful campaign for RUSD. Staff is researching different firms to assist in the process. Staff will identify and select a consultant.

3. RUSD Community Perception/Climate Survey

Staff briefed the Board on the need for a perception survey to inform District-wide marketing efforts and to build District awareness of issues and opportunities that could help inform policy and decision-making. Staff selected a consultant to frame the survey and research methodology. Mr. Bernard presented an overview of similar projects performed and initial plans for RUSD's perception survey. The Board provided feedback to incorporate as plans are finalized.

4. District Community Events Protocol

The Board asked staff to design a protocol for RUSD events to distinguish between school-site events and community events. RUSD-led community events will involve needed departments to ensure RUSD standards and protocol are met. Staff presented a draft protocol and received Board feedback to incorporate. The events protocol will come back to the Board Marketing/Communications Subcommittee for review.

5. Public Comments

There were no comments received from the public.

ADJOURNMENT

The meeting adjourned at 3:30 p.m.