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**RIVERSIDE UNIFIED SCHOOL DISTRICT
BUSINESS SERVICES AND GOVERNMENTAL RELATIONS DIVISION**

**Board Marketing/Communications Subcommittee
Tuesday, January 29, 2019
District Office, 3380 14th Street
Conference Room 1A**

Minutes

CALLED TO ORDER – 3:37 p.m. by Patricia Lock Dawson

PRESENT: Patricia Lock Dawson and Brent Lee, Board Members, Mays Kakish, Chief Business Officer/Governmental Relations, Justin Grayson, Director Communications

Also present were Richard Prince, Community Relations Manager, Nick Hamre, Graphic Design and Digital Content Specialist, Ofelia Valdes-Yeager, Community Member, Dr. Vince Moses, Community Member and Susanne Anderson (Recorder)

Public Comment

There were no requests to speak with subcommittee members

Action/Discussion Items

1. Approval of Minutes

Mrs. Lock Dawson moved and Mr. Lee seconded to approve the minutes of the November 6, 2018 meeting.

2. History Project

Dr. Vince Moses, consultant, shared his proposal to manage RUSD History project to include the following:

- Phase I - Defining the project
- Coordinating and managing project
- Selection of Adhoc Steering Committee
- Possible partnerships with UCR, CBU

RUSD staff has reviewed proposals for filming project with the following:

- CBU professor of film
- UCR Department of Theatre, Film and Digital Production
- Future meeting with Documentary Film Maker – Brad Pomerance

Item will go to the Board of Education for approval on the March 5, 2019 meeting.

3. School Logos

Committee was presented with a copy of all schools current logos. Several logos are old designs and difficult to manipulate in the design phase. Some schools have already reached out to change/modify logos. Staff will put together a creative brief with ideas/details to bring back to committee at future meeting.

4. Website/ADA Compliance

Staff shared proposal for company, Monsido, which monitors and brings attention to areas where our websites are out of compliance, shares how to fix it, and offers training tools. Cost is \$6,000 per year.

5. State of the District

The date for next State of the District event has been scheduled for October 24, 2019. Staff will continue to bring updates to this committee and ask for ideas.

6. Community Events Protocol

Staff shared with the committee that the protocol was presented two times at Principal meetings this year for feedback and discussions.

Conclusion

Future agenda items: History Project update, school logos, and marketing update. State of the District scholarships will be presented at the REEF “Best Event Ever” in March.

Adjournment

The meeting was adjourned at 5:41 pm