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

**Board Marketing/Communications Subcommittee  
Thursday, May 23, 2019  
Psychological Services Building, 3637 Arlington Ave, Ste. B  
Conference Room A**

**Minutes**

**CALLED TO ORDER** – 10:00 a.m. by Patricia Lock-Dawson

**PRESENT:** Patricia Lock Dawson and Brent Lee, Board Members, Mays Kakish, Chief Business Officer/Governmental Relations, and Sergio San Martin, Assistant Superintendent of Operations

Also present were Richard Prince, Community Relations Manager, Nick Hamre, Graphic Design and Digital Content Specialist, Ofelia Valdez-Yeager, Community Member, Dr. Vincent Moses and Catherine Whitmore of Vincate & Associates, Consultants, and Susanne Anderson (Recorder)

**Public Comment**

There were no requests to speak with subcommittee members

**Action/Discussion Items**

**1. Approval of Minutes**

Mr. Lee moved and Mrs. Lock-Dawson seconded to approve the minutes of the January 29, 2019 and March 18, 2019 meeting.

**2. Projects Groundbreaking Protocol**

The Committee discussed the Projects Groundbreaking Protocol as recommended by the Operations Board Subcommittee Meeting on February 13, 2019. Five Schools start construction projects this year that include Harrison, Highgrove, Jefferson, Madison, and Sierra along with additional projects at King H.S., Grant and Board Room. Due to amount of projects, Committee recommended to do one large-scale groundbreaking event to encompass all projects and schools scheduled for new buildings (Harrison, Highgrove, Jefferson and Madison) to do smaller scaled back event. Staff to bring event proposal to next Subcommittee meeting.

**3. Marketing Plan**

Staff shared that they are working with MeringCarson to provide different sets of data to begin brand research. MeringCarson will utilize survey and focus group research already performed in 2018 along with additional studies that are crucial for an effective campaign. Staff will continue to provide updates at future Subcommittee meetings.

**4. State of the District Planning**

Committee discussed themes for the upcoming State of the District Event. The Committee recommended that the Ad-hoc committee for the State of the District discuss themes and bring back to this Subcommittee at future date.

**5. Sponsorship Data and Best Practices**

Tabled for future meeting.

**6. Community Engagement**

Tabled for future meeting.

**7. History Project**

Dr. Vincent Moses, Consultant, provided an update on the history project. Staff to provide Dr. Moses with contact information for RUSD history archives and any additional contacts pertinent to the project.

**8. School Logos**

Staff presented new logo for University Middle School. Committee reviewed and approved.

**Future Agenda Items**

Add New/Old Business as a standing agenda item

Graduation Protocol

**Adjournment**

The meeting adjourned at 11:35 a.m.