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**RIVERSIDE UNIFIED SCHOOL DISTRICT
BUSINESS SERVICES AND GOVERNMENTAL RELATIONS DIVISION
Board Marketing/Communications Subcommittee
Wednesday, September 5, 2018
District Office 3380 14th Street
Conference Room 1A
2:30 p.m.**

Minutes

CALLED TO ORDER – 2:30 p.m. by Tom Hunt

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

Also present were Sergio San Martin, Assistant Superintendent of Operations, Richard Prince, Community Relations Manager, Nick Hamre, Graphic Design and Digital Content Specialist, and Susanne Anderson (Recorder)

Public Comment

There were no requests to speak with subcommittee members

Action/Discussion Items

1. Approval of Minutes

Mr. Hunt moved and Mr. Lee seconded to approve the minutes of the April 27, 2018.

2. Community Event Handbook and Guideline Feedback

Staff presented the subcommittee with the Event Protocol and Guidelines packet. Discussion was held and the first presentation will be at the Principal's meeting on September 6, 2018.

3. RUSD Survey

Staff presented data from the FM3 Community Perception Survey through internet, phone and focus groups, where over 1,000 RUSD parents, representative of our demographics, participated.

4. RUSD Mission/Vision/Tagline

Staff shared the district wide marketing campaign which included advertisement for the first day of school and future plans for the remainder of the year. The Marketing Update and Mission/Vision/Motto will be presented to the Board of Education at the September 17, 2018 Board Study Session.

5. RUSD State of the District Planning

Staff presented update on the planning for the State of the District scheduled for October 25, 2018 at the Riverside Convention Center.

6. Adopt a School

Staff presented a picture of the Adopt a School Sign. Discussion was held, including the safety of the sign shape and location.

7. RUSD Sports Decal/Patch

Discussion held on creating a logo, cost and type of patch. To be presented to the Board of Education at a future date.

8. CA License Plate

Discussion held on a proposed CA license plate to support education.

Conclusion

Subcommittee Members Comments

There were no comments from the subcommittee members

Adjournment

The meeting was adjourned at 4:24 p.m.