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

**Board Marketing/Communications Subcommittee
Tuesday, November 6, 2018
District Office, 3380 14th Street
Conference Room 1A**

Minutes

CALLED TO ORDER – 2:33 p.m. by Tom Hunt

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

Also present were Ryan Lewis, Assistant Superintendent of Curriculum & Instruction, Nick Hamre, Graphic Design and Digital Content Specialist, Ofelia Valdes-Yeager, Community Member, and Nora Lopez (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 September 5, 2018 and October 3, 2018 meeting.

2. History Project

Mrs. Kakish provided a recap from the previous meeting regarding the scope of the History Project and shared that there are \$65,000 dollars allotted for this project in the REEF account. Additional expense would need to come from a different source.

RUSD staff has explored and received a quote for this project at a cost of \$50,000. The project would consist of the following:

- 50 interviews, transcription of all interviews to word documents
- Consulting on arranging interface for public access
- Creation of uploading of the metadata (universal library standard descriptors) for the interviews
- Scanning and digitization with OCR (Optical Character Recognition) of up to 100 (8.5 x 11) documents
- Research not included in price

Board members suggested looking into the company, Godfather Films as well as looking into who can provide the best quality for videos, clips, and website uploading. Another suggested vendor/person was Dr. Cortez, a historian with a high level of expertise.

Committee members expressed that every school has a history and RUSD needs to preserve it. The Board members would like to ensure that we do not leave any pieces or anyone out of contributing to this project. They would like to make sure that there is consistency in the work from beginning to end.

RUSD staff will put together an outline of the project with key topics and timelines, reach out to Dr. Cortez for a meeting, solicit more than one proposal, research what CBU can offer as well as the UCR Film School, and bring back to the subcommittee at a future date.

Conclusion

Subcommittee Members Comments

Board Member suggested bringing “State of the District” planning to this subcommittee in the future.

Adjournment

The meeting was adjourned at 3:24pm