

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

Board Marketing/Communications Subcommittee

Tuesday, November 5, 2019

District Office, 3380 14th Street

Conference Room 3

3:30 p.m.

A G E N D A

As required by Government Code 54957.5, agenda materials can be reviewed by the public at the District's administrative offices, Reception Area, First Floor, 3380 Fourteenth Street, Riverside, California.

Call Meeting to Order

Public Input

The subcommittee will consider requests from the public to comment. Comments should be limited to three minutes or less. If you wish to address the subcommittee concerning an item already on the agenda, please indicate your desire to do so on a provided card. You will have an opportunity to speak prior to the subcommittee's deliberation on that item.

Pursuant to Section 54954.2 of the Government Code, no action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Subcommittee or staff may briefly respond to statements made or questioned posed by persons exercising their public testimony rights. Discussion of items brought forward that are not on the agenda shall be considered for future agendas by the Subcommittee Chair.

Action/Discussion Items

The following agenda items will be discussed and the subcommittee members may choose to introduce and pass a motion as desired.

1. Approval of Minutes

The Subcommittee will be asked to approve the minutes of the September 19, 2019 meeting.

2. Marketing Update

MeringCarson Holdings, a California Corporation will present the findings of the Focus Group Study to the Subcommittee for review and discussion.

3. New/Old Business

The Subcommittee will comment on any new or old business.

Adjournment

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Board Marketing/Communications Subcommittee

Thursday, September 19, 2019

District Office, 3380 14th Street

Conference Room 3

Minutes

CALLED TO ORDER – 11:36 a.m. by Patricia Lock-Dawson

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

Also present were Richard Prince, Community Relations Manager, Nick Hamre, Graphic Design and Digital Content Specialist, David Watring, RCTA President, Dr. Vince Moses and Catherine Whitmore, Consultants History Project, 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 August 13, 2019 meeting.

2. History Project

The Subcommittee was presented with updates on the RUSD History project by Dr. Vince Moses, Consultant. The purpose of the project is to create three to four minute video shorts.

3. Marketing Plan

Staff provided update to Subcommittee on the Marketing Plan. Focus group studies have been completed and will be presented to staff on October 7. Findings will be reported back to Subcommittee at next meeting.

4. State of the District Planning

Staff provided update to Subcommittee on State of the District Event scheduled on October 24, 2019. Save the Date and Official Invitation will be emailed out by Monday, September 23.

5. School Logos

Staff presented to Subcommittee, new logos for Science and Engineering Fair, Inspire Her Mind, and Dual Language Immersion.

6. Inland Valley Association of Realtors (IVAR)

Staff shared with Subcommittee that on October 2, 2019, Staff will present to the Inland Valley Association of Realtors information regarding RUSD schools and programs.

7. Measure O Kickoff Event Update

Staff provided update to Subcommittee on the Measure O Kickoff Event to take place on September 24, 2019 at Highgrove Elementary. The event will highlight five projects currently under construction; Sierra, Jefferson, Madison, Harrison and Highgrove.

8. Future Content Creation

Staff shared with Subcommittee the strategic calendar for content creation.

9. New/Old Business

Adjournment

The meeting adjourned at 1:16 p.m.