

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

Board Marketing/Communications Subcommittee
Tuesday, August 13, 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 ratify the conditional approval of the minutes of the May 23, 2019 meeting and approve the minutes of the June 18, 2019 meeting.

2. STEM Communications Plan

Staff will provide Subcommittee with the STEM Communication Plan for review and discussion.

3. AB329 – California Healthy Youth Act – Sexual Education

Staff will present to Subcommittee the communication plan for AB329 and Subcommittee will discuss and provide feedback.

4. Marketing Plan

Staff will provide an update on the Marketing Plan.

5. School Logos

Staff will present any new school logo request or changes and ask for the subcommittee's approval.

6. Measure O Kickoff Event Update

Staff will provide update on plan for the Measure O Kickoff Event.

7. State of the District Planning

Staff will provide update on the planning for the State of the District Event on October 24, 2019.

8. Good Morning Riverside Presentation

Staff will provide update on the Good Morning Riverside Presentation scheduled for September 12, 2019.

9. New/Old Business

The Subcommittee will comment on any new or old business.

Adjournment

This is an uncorrected copy of Board Operations Subcommittee Minutes. The Minutes do not become official until the Board Subcommittee at the next meeting approves them.

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

Board Marketing/Communications Subcommittee

Tuesday, June 18, 2019

District Office, 3380 14th Street

Conference Room 3

Minutes

CALLED TO ORDER – 9:44 a.m. by Patricia Lock-Dawson

PRESENT: Patricia Lock Dawson and Kathy Allavie for 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, Ana Gonzalez, Director of Planning and Development, Laurie Bartel of Mering Carson (on phone), 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 conditionally approved the minutes of the May 23, 2019 meeting to be ratified by Mr. Lee at next scheduled meeting date.

2. Projects Groundbreaking Protocol

Staff presented event proposal for summer groundbreaking projects. Subcommittee reviewed and approved having one “Measure O Kickoff” event in late August or September to promote first bond issuance projects. Main event will start at Highgrove Elementary and then smaller groups will continue on to other sites for photos in front of project.

3. Marketing Plan

The Subcommittee reviewed and discussed next steps in marketing research. MeringCarson recommended conducting supplemental focus groups to provide the emotional element needed in conjunction with the functional data already provided from previous focus groups and surveys, as both are key elements in brand development. Subcommittee also discussed the importance of community input/feedback.

4. **State of the District Planning**

Staff presented the themes for the upcoming State of the District event on October 24, 2019 as discussed at the June 17, 2019 committee meeting. The focus will highlight community partnerships while emphasizing major priorities of Wellness, CTE/Workforce Development, and STEM.

5. **Graduation Protocol**

The Subcommittee reviewed and discussed graduation protocol in regards to Board Members role and current practices. Subcommittee recommended revising graduation protocol to add Board Members in welcoming portion of program instead of at end and limit comments to approximately three (3) minutes.

6. **School Logos**

Staff presented new brand and logo redesign for Educational Options Center (EOC). Committee reviewed and provided feedback to staff.

7. **New/Old Business**

None presented.

Adjournment

The meeting adjourned at 12:06 p.m.

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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.