

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

Board Marketing/Communications Subcommittee  
Thursday, September 19, 2019  
District Office, 3380 14<sup>th</sup> Street  
Conference Room 3  
11:30 a.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 August 13, 2019 meeting.

**2. History Project**

Dr. Vincent Moses, consultant, will provide an update of the history project.

**3. Marketing Plan**

Staff will provide an update on the Marketing Plan.

**4. State of District Planning**

Staff to provide update on planning for the October 24, 2019 State of the District event.

**5. School Logos**

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

6. **Inland Valley Association of Realtors (IVAR)**

Staff will provide to Subcommittee for discussion, presentation ideas for the Inland Valley Association of Realtors.

7. **Measure O Kick Off Event**

Staff will provide an update of the September 24, 2019 event.

8. **Future Content Creation**

Staff will provide information to the Subcommittee on upcoming produced videos and other social campaign ideas for discussion and feedback.

9. **New/Old Business**

The Subcommittee will comment on any new or old business.

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**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, August 13, 2019  
District Office, 3380 14<sup>th</sup> Street  
Conference Room 3**

**Minutes**

**CALLED TO ORDER – 3:27 p.m. by Patricia Lock-Dawson**

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

Also present were Justin Grayson, Director Communications, Richard Prince, Community Relations Manager, Nick Hamre, Graphic Design and Digital Content Specialist, Jaime Angulo Director of Instructional Services (7-12), Ashley Fulmer, Coordinator NGSS, Instruction, Michelle McKinney, Consultant/City Works, and Susanne Anderson (Recorder)

**Public Comment**

There were no requests to speak with subcommittee members.

**Action/Discussion Items**

**1. Approval of Minutes**

Mr. Lee ratified the conditional approval of the May 23, 2019 minutes and Mrs. Lock-Dawson moved and Mr. Lee seconded to approve the minutes of the June 18, 2019 meeting.

**2. STEM Communications Plan**

The Subcommittee was provided an update on RUSD/UCR STEM High School communication plan since last board meeting on August 6, 2019. Project information will continue to be updated on RUSD website, community emails and social media posts.

**3. AB329 – California Healthy Youth Act – Sexual Education**

Staff presented to Subcommittee the communication plan for AB329. Materials regarding California Healthy Youth Act have been distributed throughout local churches in the community. Staff continues to reach out to the local churches to review the curriculum, answer questions and gather feedback. The new curriculum rolls out this year to middle and high schools. Staff will revisit AB329 for elementary schools in 2021.

**4. Marketing Plan**

Staff provided update on the Marketing Plan. Site visits and focus groups are scheduled in the upcoming weeks.

**5. School Logos**

Staff reviewed with Subcommittee new logos for EOC and Freemont Elementary.

**6. Measure O Kickoff Event Update**

Staff provided update on the Measure O Kickoff Event to take place on September 24, 2019 at Highgrove Elementary. The event will highlight five (5) projects currently under construction at Sierra, Jefferson, Madison, Harrison and Highgrove.

**7. State of the District Planning**

Staff provided update on the State of the District Event to be held on October 24, 2019 at the Riverside Convention Center. The event will focus on community partnerships, highlighting three (3) major areas of Career and Technical Education (CTE), Science, Technology, Engineering and Math (STEM) and Wellness.

**8. Good Morning Riverside Presentation**

Staff provided an update on Good Morning Riverside presentation that RUSD will be the Keynote Speaker. Event scheduled for September 12, 2019.

**9. New/Old Business**

New – Inland Valley Association of Realtors (IVAR)

IVAR is interested in information on RUSD special programs, Measure O, transfer policies, and collaborating on marketing collateral ideas. Staff presented idea of RUSD presenting at an upcoming IVAR Board meeting.

**Adjournment**

The meeting adjourned at 5:23 p.m.