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Marketing/Communications Subcommittee  
Minutes. The Minutes do not become official  
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meeting approves them.

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

**Board Marketing/Communications Subcommittee**

**Thursday, March 05, 2020**

**District Office, 3380 14<sup>th</sup> Street**

**Conference Room 1**

**Minutes**

**CALLED TO ORDER** – 4:08 p.m. by Patricia Lock Dawson

**PRESENT:** Patricia Lock Dawson and Brent Lee, Board Members, Mays Kakish, Chief Business Officer/Governmental Relations, Dr. Ryan Lewis, Assistant Superintendent Curriculum and Instruction

Also present were Richard Prince, Community Relations Manager, Brandy Wiegand, Coordinator Community Outreach, Nick Hamre, Graphic Design/Digital Content Specialist, Jamie Angulo, Director Secondary Education, Ratmony Yee, Director Curriculum & Assessment, Annemarie Guzy, Instructional Services Specialist, VAPA, Bernie Holt, CSEA Representative, David Watring, RCTA President, and Susanne Anderson (Recorder)

**Public Comment**

None

**Action/Discussion Items**

**1. Approval of Minutes**

Patricia Lock-Dawson moved and Brent Lee seconded to approve the minutes of the January 28, 2020 meeting.

**2. State of the District**

Subcommittee discussed themes in preparing for the October 22, 2020 State of the District Event. Under the umbrella of the marketing campaign tag line “RUSD. Be Extraordinary” possible topics include, Equity/Diversity, Community Engagement, and Civic Engagement. Staff will present a story board aligned with these topics/ideas at the next schedule Subcommittee meeting.

**3. RUSD Website**

Staff provided update on RUSD Website. The goal is to optimize website for easy view both on computer and mobile devices. Students and parents main focus as viewers.

**4. New/Old Business**

Future Agenda Items:

1. Update from Mering on best marketing product: billboards, radio, digital, etc.
2. State of the District will be a standing agenda item
3. Next Subcommittee schedule in April

### **Adjournment**

The meeting adjourned at 5:25 p.m.