

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

**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.