

**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

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.