

RIVERSIDE UNIFIED SCHOOL DISTRICT
EDUCATIONAL SERVICES DIVISION

Communications and Marketing Committee Meeting

April 21, 2021

12:00 p.m. – 2:00 p.m.

Virtual – Zoom

MINUTES

CALLED TO ORDER – Mr. Lee called the meeting to order at 12:00 p.m.

PRESENT: Brent Lee and Tom Hunt, Board Members; Renee Hill, Chief Academic Officer; Dr. Jacqueline Perez, Assistant Superintendent Equity, Access and Community Engagement; Sergio San Martin, Assistant Superintendent Operations.

Also present: Ken Mueller, Director Maintenance, Operations, and Transportation; Sara Lee, Substitute Communications Director; Richard Prince, Community Relations Manager; Brandy Wiegand, Coordinator Community Outreach; William Burns, First Student Bus Company, and Lisa Martinez (Recorder).

Public Comment

There were no requests for public comment.

Action/Discussion Items

1. Approval of Minutes

Mr. Tom Hunt moved to approve the minutes of March 5, 2020. Mr. Brent Lee seconded the motion. Minutes were approved as written.

2. Bus Wrap

Mr. Ken Mueller presented two different bus wraps to choose from that have been donated to the district by First Student Bus Company. Two charter buses will be wrapped with the RUSD logo and will be available for High School activities and events. This donation will be paid for and maintained by First Student Bus Company.

3. Substitute Communications Director

Dr. Perez introduced Ms. Sara Lee, newly hired Substitute Communication Director. Mrs. Lee comes to RUSD with 25 years of experience in the field of communication.

4. State of the District

The Committee discussed the plans for the 2021 State of the District that will be held the second or third week of October 2021. The recommended theme for this event is *“Building Back Better.”* This event will consist of a virtual week-long video series on social media, highlighting Renee Hill, the new Superintendent, the Board of Education, student performances, student testimonials, Measure O virtual tours, and more. The 2020 Virtual State of the District had three times the audience retention of previous years in-person event. Social media view overall was 5,811 that nearly quadrupled the viewership of previous years.

5. Communication Tools

Staff presented information on Riverside Unified's currently owned channels of communication and shared the feedback received from families and staff concerning the current website and caller system. The staff made recommendations to explore other platforms to fill the needs of the input received. Our current communication system (Intrado/School Messenger) will expire at the end of June 2021. An extension to the current contract is needed in order to complete the Request for Proposal (RFP) process.

6. Schedule of Meetings

The committee suggested the next meeting in May 2021.

Adjournment

Mr. Lee adjourned the meeting at 2:02 pm.