

**RIVERSIDE UNIFIED SCHOOL DISTRICT
OPERATIONS DIVISION**

Ad-Hoc Operations Board Subcommittee Meeting

March 15, 2017

11:30 a.m. – 1:00 p.m.

Conference Room 1

3380 14th St., Riverside, CA 92501

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.

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 February 24, 2017, meeting.

2. Board Policy No. 7310 – Memorials, Naming of Facilities, and Sponsorships

At the August 15, 2016, Board of Education meeting, staff gave an overview of Board Policy No. 7310, and presented a comparison concerning naming of school facilities policies criteria and procedures in the neighboring districts.

At the October 31, 2016, Operations Board Subcommittee meeting, the subcommittee made revisions to the policy, which were presented for first reading at the December 4, 2016, Board of Education meeting. A draft of the "Memorials, Naming of School Facilities, and Sponsorships Committee" application form was also presented to the Board for first reading. The Board of Education made changes to the policy and asked staff to discuss the changes at a future Operations Board Subcommittee meeting. Board's changes to the policy have been incorporated and will be presented to the subcommittee for review/approval.

At the March 1, 2017, Operations Board Subcommittee meeting, the subcommittee discussed the Board of Education's revisions to the policy and made additional changes. The changes to the policy and a draft of the "Memorials, Naming of School Facilities, and Sponsorships Committee" application form are being presented to the subcommittee for approval before the final revised policy and form are presented to the Board of Education at a future meeting for second reading and adoption.

3. List of Suggested Community Members for Potential Honoring/Naming of Facilities by the Board of Education

Subcommittee members have put together a list of suggested community members' names for potential honoring by the Board of Education by naming facilities after their names, and/or other honors, is being to the subcommittee for their review.

Conclusion

4. Ad-Hoc Subcommittee Members Comments

Adjournment

**Riverside Unified School District
Operations Division
Operations Board Subcommittee Meeting
February 24, 2017
1:30 – 4:30 p.m.
Conference Room 1
3380 14th St., Riverside, CA 92501**

MINUTES

CALLED TO ORDER: 1:55 p.m. by Mr. Hunt

PRESENT: Tom Hunt and Kathy Allavie, Board Members, and Sergio San Martin, Assistant Superintendent, Operations.

Also present were Ken Mueller, Richard Carpenter (CSEA), and Lizette Delgado, (Recorder).

Public Input

There were no requests to speak to the subcommittee members.

Action/Discussion Items

1. Approval of Minutes

Mrs. Allavie, former Operations Board Subcommittee member, reviewed the minutes of the October 31, 2016, meeting and moved for approval. Mr. Hunt seconded to approve the minutes as presented.

2. Landscape Project Design Update

Staff provided an update on the landscape project designs at Matthew Gage and Sierra Middle Schools. Members reviewed a Sierra Middle School Conceptual Landscape Master Plan and Landscape Architecture Construction Plans for Matthew Gage Middle School. Staff stated that for both projects draught tolerant plants, decomposed granite, and mulch will be used.

Staff stated that the Matthew Gage Middle School project includes the front (Gage Canal wall at the entrance of the campus) and two adjacent sides of campus. The project is in the design stages and construction is scheduled to be completed by the end of September 2017. Members were also informed that Toro, an irrigation company, will donate irrigation materials for the project. It was also mentioned that the site will be a draught tolerant demonstration site due to the history and importance of water in the region. Staff added that the project will be sent to DSA for approval by the end of the week of February 27th. The estimated cost for the project is \$1,000,000.

Staff highlighted the following aspects of the project: a) remove fence line to front of the school, b) move current rose garden and install three new flag poles; c) Gage Canal theme walkway; d) incorporate a citrus theme along the canal theme; e) use of minimal amount of turf;

f) use of decomposed granite to create a path/walking area in high traffic areas; g) incorporation of pathway lighting; h) replicate Gage Canal plaques and include in the plaza theme.

The Sierra Middle School project includes a half-mile athletic field and construction is scheduled to be completed this summer. The project consists of new irrigation and field rehabilitation and its estimated cost is \$600,000.

The subcommittee was informed that the Jefferson Elementary School project constitutes a much greater financial challenge and that it has been put on hold until we progress into Measure O.

Subcommittee members discussed the projects, provided input, suggested changes, and requested that the Landscape Project Design Update be presented at a future regularly scheduled Board of Education meeting.

3. Board Policy #7310 – Memorials, Naming of Facilities, and Sponsorships

At the August 15, 2016, Board of Education meeting, staff gave an overview of Board Policy #7310, and presented a comparison concerning naming of school facilities policies criteria and procedures in the neighboring districts. On October 31, 2016, the subcommittee discussed the policy and the option to assign of a committee to develop proposed policy revisions for consideration of the Board of Education at a future meeting. At this meeting, the subcommittee made revisions to the policy and recommended the formation of a “Memorials, Naming of School Facilities, and Sponsorships Committee”, formed by district staff and the Vice President and Clerk of the Board of Education to review memorials, name of facilities, and sponsorships applications. They also requested that staff develop an application form. Revisions to the policy and a draft of the application form were presented to the Board of Education for first reading at the December 4, 2016 Board of Education meeting. At this meeting, the Board of Education formed an Ad-Hoc Operations Board Subcommittee to review the proposed changes made by the Board of Education.

The subcommittee reviewed the changes to the policy made by the Board and new revisions were made. The Ad-Hoc Operations Board Subcommittee agreed to meet again before the end of March for a final revision of the policy, which will be presented to the Board of Education for second reading and approval at a future regularly scheduled meeting.

The subcommittee requested that staff prepare a stylebook for dedications with pictures of samples of donor walks, dedication plaques, etc., to keep as a reference/guide for future dedication projects. Members also requested that the list of suggested community members’ names for potential honoring by the Board of Education by naming facilities after their names, and/or other honors, be presented at the next Ad-Hoc Operations Board Subcommittee.

Conclusion

7. Subcommittee Members Comments

There were no comments from the subcommittee members.

Adjournment

The meeting was adjourned at 2:55 p.m.



POLICY

Board of Education Riverside Unified School District

Memorials, Naming of School Facilities, and Sponsorships

Purpose:

To give guidance to individual schools on the appropriate ways to handle naming facilities and schools, as well as for memorializing someone who has passed away, and to clarify guidelines for sponsorships to secure operating funds that might involve naming and signage.

Position:

It is the responsibility of the Board of Education to adopt all names for school facilities. Suggestions from the school site and the ~~public community~~ should be submitted to the Superintendent's Office. ~~for his recommendation and will be considered by the Board of Education, but are not binding.~~ An application packet will then be granted, which when received back will be reviewed by the "Memorials, Naming of School Facilities, and Sponsorships Committee," consisting of the Vice-President and Clerk of the Board of Education and other district staff.

1. **Cost of Signage Honoring a Community Member**
 - a. If the Board of Education ~~determines chooses that they wish~~ to honor **community or retired staff** members, ~~an individual and name a facility after someone,~~ it does so with an understanding that the ~~D~~district bears the ~~significant~~ entire cost in ~~providing of any the~~ **outdoor** signage, ~~and other interior recognitions inside indoor~~ plaques, ~~and display cases with memorabilia, and the expenses of a ribbon-cutting ceremony, and any other acknowledgments it deems appropriate.~~ The money for these honors comes directly from the General Fund.
 - b. If **a the district** facility has been sponsored (and has an approved sponsorship contract), the **above** costs ~~of the signage are~~ may be borne by the sponsor and may be negotiated.
2. **Memorials** to a student, ~~or~~ staff, ~~or~~ community member who has passed away need to be channeled into positive outcomes such as: a scholarship or gift to REEF in the person's honor; the planting of a tree; a day of service (in which participants could plant a bed of flowers or gather for another kind of campus improvement); ~~a non-permanent~~ **relocatable** bench or table that could have a small plaque no larger than ~~3"x5"~~ **4" x 6"** attached; or books for the library (with or without a frontispiece with the name of the honored person). **Murals and or an inscribed name on a donor walk may also be considered.** Self-standing plaques or headstones are not permissible. Gifts to ~~school sites~~ should be reviewed by staff ~~and the committee~~ to ensure that they are cost neutral ~~and appropriate to the campus.~~
3. The honor of **naming a school facility** after a community **or retired staff** member shall

be with the consideration of the Board of Education and based on a history of outstanding support to the district and community, ties to RUSD, and/or positive accomplishments that serve as an example to RUSD and our community.

- a. To create conformity with existing schools, ~~the Board of Education should recognize that~~ elementary schools ~~should retain the~~ have a tradition of being named after authors, poets, geographic sites, and presidents.
- b. Facilities that might serve the purpose of being named after an honored person ~~shall~~ ~~could~~ be: ~~school~~—theaters, libraries, cafeterias, multipurpose rooms, ~~CHOICE programs or schools, labs and maker spaces, offices and at future district~~ honor walls.
- ~~c. Classroom and Academic facilities are not considered appropriate.~~

- c. Length of Time for Names: The Board of Education ~~can determine after a one year "wait period" that~~ **has the discretion to change** a facility's name ~~may be changed and shall make that determination in consideration of information contained above. at any time if they deem it appropriate for the benefit of the district.~~
- d. ~~As a matter of~~ **The Board of Education will consider cost and time consideration for staff; in scheduling community and retired staff naming honors, and shall endeavor that** ~~require substantial planning should not take place before previous honors have been held, so as not to create a backlog of events that become cumbersome for the district. The Board of Education should consider no more than one such honor per year. Every attempt will be made to answer all suggestions that stem from the community in a timely manner.~~

- 4. **Sponsorships** to name a facility for a given donation to the district ~~shall~~ **may** include these facilities only: sports facilities (including district stadiums), fields, pools, scoreboards, ~~class~~ laboratories, and uniforms. ~~Sponsorships will not be extended for classrooms or academic buildings.~~ Contracts for sponsorships shall be reviewed periodically by staff.

- a. General Program Statement:
The purpose of this program is to provide guidelines for the advertising of products or services for District revenue to supplement the diminishing monies students need for extra-curricular activities. Riverside Unified School District shall protect students and parents from exploitation and ensure that commercial activities do not interfere with educational programs. Except for instruction relating to sponsorship, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials or curriculum-related activities, except as provided by this policy. Revenue enhancement opportunities should be in keeping with the community standards of good taste, and promote positive values for the students of the District.

b. Definitions:

Sponsorship: Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. The term sponsorship does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

c. Regulations:

i. SPONSORSHIP

No ~~S~~ponsorship, as defined by this policy, shall be allowed unless it complies with this policy, fits one or more of the following categories, and is approved by the Superintendent or designee.

1. Paid sponsorship in school student publication or other district publication;
2. Maintain pre-existing advertising space for community businesses;
3. Paid sponsorship signs on school property or at school events that meet local sign ordinances and comply with this policy;
4. The display of product names on vending machines appropriately placed in the school for the use of students, staff, and the public
5. Sponsorship ads that appear when students are using various internet services

ii. PROHIBITED COMMERCIAL ACTIVITIES

No sponsorship shall be accepted if it:

1. Is associated with tobacco, alcohol, illegal drugs or weapons;
2. Promotes hostility, disorder, or violence;
3. Contains vulgar, abusive, obscene, or sexually explicit language and/or imagery;
4. Is libelous;
5. Demeans or discriminates against any person or group on the basis of race, gender, ethnicity, age, disability, or religion;
6. Advocates the violation of law;
7. Inhibits the functioning of the school and/or the school district;
8. Advances any religious or political purpose or interests;
9. Promotes, favors, or opposes a candidate for elected office or a ballot measure;
10. Is associated with any company or individual whose actions are inconsistent with Riverside Unified School Districts' educational mission, ~~policies~~, ~~and~~ goals or community values; or
11. Is otherwise in violation of the law;
12. Or is otherwise deemed unfit by the Superintendent or designee.

iii. DISTRIBUTION OF FUNDS

1. The collection of funds from ~~S~~ponsorship activities will be organized and accounted for by the ~~Deputy Superintendent of Business Services~~ **Chief Business Officer**. These funds will be accounted for annually with a report to the Board of Education that will be posted on the RUSD website for public viewing.
2. No portion of the sponsorship funds will be used for general fund purposes including administration; rather they will be used specifically to support extra/co-curricular programs at the school site level that may have been previously supported by "student fees." In associated procedures and regulations, there will be a plan to provide as equitable a solution as possible between school sites and programs.

Legal Reference:

Education Code

7050-7058 Political Activities of School Employees and Officers
35160 Authority of Governing Boards
35160.1 Authority of School District
35172 Promotional Activities
35182.5 Sale of Advertising Products
38130-38138 Civic Center Act
48907 Student Exercise of Free Expression
51520 Prohibited Solicitations

Adopted: July 18, 2011

Re-Adopted:



Rules and Regulations

Board of Education
Riverside Unified School District

Memorials, Naming of School Facilities, and Sponsorships

The following process will be used to recommend that an individual be honored with their name attached to a building or facility in RUSD:

1. All recommendations for Board honors from the community are to be sent to the Superintendent's Office ~~in writing~~. After filling out an application packet, suggestions will be referred to the "Memorials, Naming of School Facilities, and Sponsorships Committee".
- ~~2. No matter where the suggestion emanates, there should be no public announcement of this impending honor until it is determined by a unanimous vote of the entire board.~~
2. The Superintendent will notify all board members of any ~~proposal~~ applications submitted.
3. ~~Unanimous~~ A super majority approval is needed to secure board recognition of this magnitude. ~~Without unanimous approval the nomination should be withdrawn for a period of no less than six months before possible resubmission.~~
4. Items such as benches and trees will adhere to standards drawn up by Maintenance and Operations.
5. The Board-approved nominee will proceed to the Communications ~~Subcommittee for consideration of Department, which will coordinate~~ cost, timing, and dedication ceremonies. There is recognition (per policy) that any signage or dedication costs ~~are~~ will be absorbed by the district. ~~Upon resolution, the proposal will be placed on the agenda and forwarded the full Board for consideration.~~
- ~~6. The announcement of the honor shall become public at a meeting of the Board upon approval.~~

Revised:



RIVERSIDE UNIFIED SCHOOL DISTRICT
3380 14th Street • Riverside, CA • 92501

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS APPLICATION

Application for recommending an individual to be honored, or sponsorship request pursuant to
Board Policy #7310 – Memorials, Naming of School Facilities, and Sponsorships

Name of person to be recognized (Use for Memorials and Naming of School Facility Request)

Applicant contact information:

Name: _____ Phone Number: _____

Address: _____

Type of request:

___ Memorial

___ Naming of School Facility

___ Sponsorship

Memorials – Per Board Policy #7310, the following are the types of memorials that might serve the purpose to honor a person. Please select one and name the school site where the facility is located.

___ Scholarship

___ Gift to REEF in the Person's Honor

___ Planting of a Tree

___ A Day of Service

___ Relocatable Bench or Table (with or without a 4" x 6" plaque)

___ Books for the Library (with or without a frontispiece with the name of the honored person)

School Site: _____

*Self-standing plaques or stones are not permissible.

Naming of School Facilities – Per Board Policy #7310, the following are the types of facilities that might serve the purpose of being named after an honored person. Please select one and name the school site where the facility is located.

___ School Theater

___ Library

___ Cafeteria

___ Multipurpose Room

___ Offices

___ Future District Honor Wall

School Site: _____

Sponsorships – Per Policy #7310, to name a facility for a given donation to the District may include the following only. Please select one and name the school site where the facility is located.

___ Sports Facility (including District stadiums)

___ Field

___ Pool

___ Scoreboard

___ Class Laboratory

___ Other: Uniforms

Sponsorships (Cont'd)

*See attached policy for Sponsorships Regulations, Prohibited Commercial Activities, and Distribution of Funds.

School Site: _____

Type of sponsorship: _____

***Definition of Sponsorship:** Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. Does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

Please list activities and history that demonstrate this individual's ties to the Riverside Unified School District:

Please list any accolades or awards this individual has received for community service or outstanding service to the Riverside Unified School District:

Please list accomplishments that serve as an example to the Riverside Unified School District and our community that this individual has made:

In one page or less (attached), please provide a summary statement describing why this individual should be honored by a memorial or naming a school facility.

***Suggestions will be taken into consideration. If recognition is approved, final determination will be made by the Riverside Unified School District Board of Education.

For Office Use Only:

Date application was received: _____

Date application was reviewed: _____

Date application was approved by the Board of Education: _____

**RIVERSIDE UNIFIED SCHOOL DISTRICT
OPERATIONS DIVISION**

**OPERATIONS BOARD SUBCOMMITTEE MEETING
MARCH, 15, 2017**

**FACILITIES NAMING/DEDICATIONS
SUGGESTED NAMES**

1. Eugenia Fuller, District's first woman Principal.
2. Ernest Z. Robles, first Hispanic administrator who went on to national work.
3. Ray Berry, past District Superintendent.
4. William F. Vernon (Bill) Principal, Assistant Superintendent.
5. Michael Coats
6. Joanna Hayes
7. Shantell Howard
8. Marie Fritts
9. Rick Fritts
10. Ronald Loveridge
11. Esther Andrews
12. Dell Roberts
13. Maxine Frost
14. Gerould Esgate, first Principal at Ramona High School