

IRVINE UNIFIED SCHOOL DISTRICT
Irvine, California

Special Meeting
June 11, 1991

The Special Meeting of the Board of Education was called to order by President Cameron, 5:05 p.m., in the District Administration Center, 5050 Barranca Parkway, Irvine, CA.

Members Present:

Mary Ellen Hadley, Mike Regele, Greg Smith, Margie Wakeham, Helen Cameron

Members Absent:

None

Staff:

David E. Brown, Superintendent

Sue Harter, Deputy Superintendent, Personnel

Paul Reed, Deputy Superintendent, Business

Dean Waldfogel, Deputy Superintendent, Curriculum

Donna Wilkerson, Superintendent's Executive Assistant

Other Staff:

Pat Gibson

The Board discussed the Marketing component of the Strategic Plan and established the following priorities from the Action Plan Summary:

1. Evaluate and design a unified effort for fund raising in IUSD.
2. Enhance education through marketing and partnership options with major corporations and foundations.
3. Provide information about IUSD to all identified publics by developing in a manner appropriate for each group module tools and programs.
4. Increase involvement and support of parents, guardians and students.
5. Increase involvement and contributions of community based businesses, civic, and political organizations.
6. Increase involvement and support of staff of IUSD.
7. Increase involvement and contributions to Irvine Unified School District by development and real estate community.
8. Increase involvement and support of Irvine's adult citizens for IUSD.
9. Increase involvement and support of residents without children (RWOC).

In addition, the Board provided the following direction to staff:

1. Gather the information necessary to provide focus.
2. Look for assistance, from professional marketing sources, in taking a global look and designing a comprehensive plan.
3. Relative to fund raising, establish clear, targeted goals, well thought out strategies and guidelines so that IUSD groups are not in competition with each other.
4. Provide a progress report on Tuesday, July 16, at 6 p.m.

There being no further business, the meeting was adjourned at 9:05 p.m.

Helen Cameron David E. Brown

President Superintendent