

**IRVINE UNIFIED SCHOOL DISTRICT**  
**Irvine, California**

**Marketing Workshop**  
**November 16, 1991**

The Marketing Workshop of the Board of Education was called to order by President Cameron, 9:10 a.m., in the District Administration Center, 5050 Barranca Parkway, Irvine, CA.

Members Present:

Member Elect Tom Burnham, 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

Donna Wilkerson, Superintendent's Executive Assistant

Attendees:

Joyce Barbuto, President, PTA Council

Barbara Kelly, I.E.F. Board

Beth Handweiler, I.E.F. Board

Barbara Reynolds, I.E.F. Board

Chris Smiley, I.E.F. Board

Elizabeth Thomas, Director, I.E.F.

Tom DeLapp, ACSA Communications

Terry Jones, Marketing Consultant

After a review of district-wide fund raising efforts, the Board discussed the Endowment Fund, avenues to explore relative to an endowment campaign, and the extent to which existing fund raising organizations will be involved with the endowment campaign.

The Board agreed that a possible mission statement for the fund would be as follows:

"The purpose of the endowment is to enhance IUSD's funding base in order to provide the highest quality educational experience we can envision."

As established in the Marketing component of the Strategic Plan, the dollar target for the fund is 25 million, in a period of 10 years, at a rate of 2.5 million per year.

The Board further agreed that it would be beneficial to have a smaller group examine the basic issues to be addressed such as time frame, how the drive will be staffed, identifying prospective donors, who and how the fund will be managed, etc. The members of this group will be Terry Jones, Joyce Barbuto, Elizabeth Thomas, Mike Regele, Margie Wakeham, Carol Hoffman, and David Brown. After they have had an opportunity to meet, a report will be made to the Board at the next Marketing Workshop (date and time to be determined).

There being no further business, the meeting was adjourned at 11:45 a.m.

Helen Cameron        David E. Brown

President             Superintendent