

IRVINE UNIFIED SCHOOL DISTRICT
Irvine, California

Marketing Workshop
December 7, 1992

The Marketing Workshop Meeting of the Board of Education was called to order at 4 p.m., in the District Administration Center, 5050 Barranca Parkway, Irvine, CA.

Members Present:

Tom Burnham, Mike Regele, Greg Smith

Members Absent:

Mary Ellen Hadley, Margie Wakeham

Staff:

David E. Brown, Superintendent

Paul Reed, Deputy Superintendent, Business

Participants:

Nancy Albers, Joyce Barbuto, Helen Cameron, Barbara Groom, Jeanette Justus, Elizabeth Thomas

David Brown provided background information on the Robert B. Sharp Feasibility Study, and Sharp's recommendations for a Capital Campaign. Brown reviewed the report and next steps required for timely implementation. The role of existing fund raising organizations for IUSD, as it pertains to the Capital Campaign, was also discussed.

The group agreed that a Request for Proposal should be drafted immediately to begin the process of selecting staff for the campaign development position. No formal action was taken.

There being no further business, the meeting was adjourned at 6 p.m.

Greg Smith David E. Brown

President Superintendent