



MEETING OF: April 3, 2018

TITLE: Presentation on Marketing and Outreach Plans for Improving Communication - Requested by Board Member Rachael Sedgwick

ITEM #: 6

Information: X

Study:

Action:

PURPOSE:

For the administration to provide the Board with an update on Marketing and Outreach, specifically including TUSD's plans for better communicating with schools, parents, and the community in general.

DESCRIPTION AND JUSTIFICATION:

Leadership is communication. TUSD gets a great deal of attention in the media, but the stories are not always accurate. TUSD has many wonderful things to offer, and our community has a right to know it. This is an opportunity for the administration to share its plans with the Board about how TUSD will make the best use of our Marketing and Outreach Department and begin to share information with the TUSD community in a more effective, purposeful, and community beneficial manner.

BOARD POLICY CONSIDERATIONS:

Policy KE - *Public Concerns and Complaints*

LEGAL CONSIDERATIONS:

For all Intergovernmental Agreements (IGAs), Initiator of Agenda Item provides the name of the agency responsible for recording the Agreement after approval:

For amendments to current IGAs, Initiator provides original IGA recording number:

Legal Advisor Signature (if applicable)

BUDGET CONSIDERATIONS:

District Budget

State/Federal Funds

Other
Budget Cost Budget Code

Budget Certification (for use by Office of Financial Services only):

Date
I certify that funds for this expenditure in the amount of \$ are available and may be:
Authorized from current year budget
Authorized with School Board approval

Code: Fund:

INITIATOR(S):

Rachael Sedgwick, Governing Board Member		3-28-18
Name	Title	Date

DOCUMENTS ATTACHED/ ON FILE IN BOARD OFFICE:

<u>ATTACHMENTS:</u>
Click to download
No Attachments Available

TUCSON UNIFIED SCHOOL DISTRICT	BOARD AGENDA ITEM CONTINUATION SHEET
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