

San Dieguito

Union High School District

710 Encinitas Blvd.
Encinitas, CA 92024-3357
(760) 753-6491
www.sduhsd.net

Board of Trustees:

Joyce Dalessandro
Linda Friedman
Barbara Groth
Beth Hergesheimer
Deanna Rich

Superintendent:

Peggy Lynch, Ed.D.
(760) 943-3501 FAX

Canyon Crest Academy
Carmel Valley MS
Diegueno MS
Earl Warren MS
La Costa Canyon HS
North Coast Alternative HS
Oak Crest MS
San Dieguito Adult Education
San Dieguito HS Academy
Sunset HS
Torrey Pines HS

SAN DIEGUITO UNION HIGH SCHOOL DISTRICT

BOARD OF TRUSTEES SPECIAL WORKSHOP

COMMUNICATIONS UPDATE

MINUTES

THURSDAY, SEPTEMBER 20, 2007

A Special Workshop of the Governing Board of the San Dieguito Union High School District took place on Thursday, September 20, 2007, in the district office's small board room, located at 710 Encinitas Blvd, Encinitas, California.

Board Members in Attendance

All Board Members were in attendance at this meeting.

Administrators in Attendance

Peggy Lynch, Ed.D., Superintendent
Terry King, Associate Superintendent, Human Resources
Becky Banning, Executive Assistant to the Superintendent

APPROVED IN PUBLIC MEETING OF THE
BOARD OF TRUSTEES OF THE SAN DIEGUITO
UNION HIGH SCHOOL DISTRICT 10-4-07
Becky Banning
BECKY BANNING RECORDING SECRETARY
BOARD OF TRUSTEES

PRELIMINARY FUNCTIONS

1. Call to Order

President Deanna Rich called the meeting to order at 4:01 PM on Thursday, September 20, 2007, to receive public comments. There were no public comments.

INFORMATION ITEM

2. Rebecca Heyl, from Heyl Communications, presented an update on the district's Strategic Marketing Communications Plan for 2007. This plan came as a result of a four-hour marketing workshop held in May 7, 2007 where participants included staff, Board members, parents, teachers, students, and community members.

Ms. Heyl outlined the outcome of the workshop, explained the overall goal for publicity and advertising, and answered questions presented by the Board of Trustees.

3. Adjournment of Meeting – The meeting was adjourned at 5:10 PM.

Joyce Dalessandro

Joyce Dalessandro, Board Clerk

10-4-07
Date

Peggy Lynch

Peggy Lynch, Ed.D., Superintendent

10-4-07
Date