

**TO:** CITY COUNCIL  
SCHOOL BOARD

**DATE:** November 18, 2008

**FROM:** CITY MANAGER MICHAEL J. BECK  
SUPERINTENDENT EDWIN DIAZ

**SUBJECT:** CITY/PUSD COMMUNICATION PLAN

**RECOMMENDATION:**

This report is presented for information only.

**BACKGROUND:**

For the past year, the City of Pasadena and the Pasadena Unified School District have explored the possibility of developing a joint website to provide information about the two agencies' collaborative efforts and partnering. The launch of the City/PUSD Joint Staff Committee in June, 2008, provided an opportunity to implement plans for the joint website as a vehicle to communicate the expansion of the partnership and the new initiatives underway and to maximize the utilization of public resources to service the community.

The website represents a joint effort, as PUSD developed the design, while the City took the lead in drafting the content describing the range and depth of partnership activities. The website will be maintained by PUSD, and both agencies will share the responsibility for updating the information and content. The website will be updated quarterly and following each joint meeting of the City Council and School Board. The website will be accessible via links on the home pages of both the City's and PUSD's websites.

The joint City/PUSD website will provide the public a comprehensive source of information about collaborative initiatives to improve student achievement, promote youth development opportunities and build stronger neighborhoods. The website also provides specific information about five targeted areas which the City and PUSD believe have the greatest potential for collaboration: Student Enrichment, Safety, Transportation, Joint Facilities Use and Resource Sharing. Photographs of various projects, programs and activities are also depicted throughout the site. The website also provides information about upcoming joint

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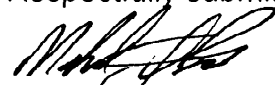
City Council/School Board meetings, an overview of the joint Staff Committee, a list of priority projects and contact information for interested members of the public.

The website is one element of a broader Communication Plan to share with the community the progress of joint partnerships and initiatives and keep the public informed about the ongoing collaboration of the joint Staff Committee. Examples of other communication vehicles include press releases and joint promotion of events and programs. The City's Public Affairs Office and PUSD's Office of Communications and Community Engagement will continue to work together on major issues and events such as the reinvention of John Muir High School. The Communication Plan is active and ongoing.

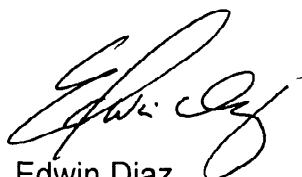
**FISCAL IMPACT:**

There are no resources requested at this time.

Respectfully submitted:



Michael J. Beck  
City Manager



Edwin Diaz  
Superintendent