

TO: Board of Trustees
FROM: Brian Dozer
DATE: November 27, 2023
SUBJECT: Board Package

Enclosed are the agenda and supporting materials for the Monday, December 4, 2023, special meeting of the Coastline ROP Board of Trustees. There will be no closed session. Open session is scheduled to begin at 3:00 p.m. Please remember that the meeting will be held at the Irvine Unified School District Administration Center. The address is 5050 Barranca, Irvine.

I look forward to seeing you at the meeting.

Enclosure

COASTLINE ROP
Irvine Unified School District, Executive Conference Room
5050 Barranca Parkway, Irvine, CA 92604

BOARD OF TRUSTEES
Special Meeting
Monday, December 4, 2023
3:00 p.m.

PUBLIC COMMUNICATION TO THE BOARD - Anyone desiring to address the Board on any item will be granted three minutes to make a presentation to the Board. If the topic relates to a particular agenda item, you have the option of requesting to be called upon to make your remarks at the time the item is discussed by the Board. (Education Code §35145.5, Government Code §5495.3)

Meetings may be recorded for use in the official minutes.

AGENDA

1. BOARD MEETING CALLED TO ORDER

Meeting is called to order by _____ at _____ p.m.

2. PLEDGE OF ALLEGIANCE

- 3. ROLL CALL:** Michelle Barto, President _____
Suzie Swartz, Vice President _____
Lauren Brooks, Clerk _____
Lynn Davis, Member _____

4. ADOPTION OF AGENDA – Recommend the agenda be adopted as submitted.

Motion by _____ Seconded by _____ Vote _____

5. PUBLIC COMMENTS – Anyone desiring to address the Board on any item not on the agenda will be granted three minutes to make a presentation to the Board.

DISCUSSION/ACTION ITEMS

6. STUDY SESSION – Coastline ROP Marketing Plan Discussion

7. ADJOURNMENT

Motion by _____ Seconded by _____ Vote _____ at _____ p.m.

Next Scheduled Meeting: December 14, 2023

Public Records related to the public session agenda that is distributed to the Governing Board less than 72 hours before a regular meeting may be inspected by the public at 1001 Presidio Square, Costa Mesa, during normal business hours (7:30 a.m. to 4:30 p.m.) or on our website <https://www.coastlinerop.org/>



Special Board Meeting

December 4, 2023

- Why should Coastline ROP rebrand?
 - Need a new mission and vision for organization (see board policy)
 - Brand confusion with Coastline College
 - Misunderstanding of meaning of ROP
 - Move away from perception of ROP as “vocational”
- Why not rebrand?
 - Just because
 - Attention-seeking
 - Could cause confusion
- Discuss Sonychelle “Brand Enhancement Proposal”
 - Additional tasks to be considered
 - Re-write “Philosophy” and “Operating Principles” – last re-write was 2011
 - New Mission Statement – last revision was March 2021
 - New logo
 - New name
 - Areas where third party vendors should be considered
- Set up a committee? Requires board action (see board policy)
 - Recommendation: Small committee with multiple subcommittees
 - Board members
 - Brian Dozer
 - Sonia Ramirez
 - Subcommittees
 - Coastline ROP staff
 - District representatives
 - Industry or community members
 - Students
 - Parents
 - Frequency of meetings



SONYCHELLE MEDIA & COMMUNICATIONS LLC

BRAND ENHANCEMENT PROPOSAL

PROPOSED TO:

Coastline ROP Governing Board and Executive
Leadership Team

PROPOSED BY:

Sonychelle Media & Communications LLC

LOGO PROPOSAL

SONYCHELLE MEDIA & COMMUNICATIONS LLC

OUR COMPANY



Sonychelle Media and Communications LLC offers a strong human-centered approach to marketing. Founded by Sonia Ramirez, an experienced Marketing and Communications Strategist, SMC has a proven history of success supporting a variety of clients in the secondary and post-secondary education sector.

Sonychelle Media and Communications is a "One Stop" shop for individuals and teams looking for marketing support and full-marketing coordination services, including logo design and branding, strategic consultations, social media management, communications support, event coordination and promotions, public relations, and website design.

CLIENTS SERVED



The LA Community College District



PROPOSAL PACKAGE

01

BRAND ANALYSIS
MISSION & VISION
RENAMING
LOGO DESIGN
STYLE GUIDE
IMPLEMENTATION &
ROLLOUT
EVALUATION &
FEEDBACK

Sonychelle Media and Communications LLC

Coastline ROP

BRAND ENHANCEMENT PROPOSAL

January 2024 - July 2024

Objective: To successfully evaluate and enhance the brand experience of current and prospective employee, families, partners, and community. To establish a brand that not only reflects Coastline ROP’s commitment to excellence but also resonates with Coastline ROP’s diverse stakeholders, fostering a stronger sense of unity and purpose within its organization and the communities it serves.

Timeline	Activities
<p>1 month</p> <p>Jan 2024</p>	<p>PHASE 1: BRAND ANALYSIS</p> <p>1.1. Define Research Objectives</p> <ul style="list-style-type: none"> ● Identify the objectives of the brand analysis. ● Determine what we want to achieve with a rebranding. <p>1.2 Perform Research Techniques</p> <ul style="list-style-type: none"> ● Conduct surveys among students, parents, staff, and community. ● Interview key stakeholders, such as Board members and District Administrators. ● Analyze competitor brands and other CTE organizations. ● Review social media sentiment and online presence. ● Perform SWOT Analysis. <p>1.4 Create Timeline for Implementation</p> <ul style="list-style-type: none"> ● Create a detailed timeline that outlines the rebranding process. ● Include key milestones, deadlines and responsibilities.

<p>1 months</p> <p>Feb 2024</p>	<p>PHASE 2: MISSION AND VISION</p> <p>2.1 Process</p> <ul style="list-style-type: none"> ● Revise the organization’s mission statement to reflect its current goals and values. ● Develop a compelling vision statement that inspires stakeholders and articulates the desired future state. ● Ensure that both statements are clear, concise, and aligned with the rebranding objectives.
<p>1.5 month</p> <p>March - April 2024</p>	<p>PHASE 3: DEVELOPMENT OF NEW NAME</p> <p>3.1 Renaming Strategy</p> <ul style="list-style-type: none"> ● Consider a name/names that reflects the brand analysis as well as Coastline ROP’s purpose values and geographical location. ● Ensure the name is easy to remember, spell, and pronounce. ● Verify the name’s availability for domain registration and social media profiles. ● Review name(s) with test group. ● Select a new name.
<p>2 months</p> <p>April - May 2024</p>	<p>PHASE 4: LOGO DESIGN</p> <p>4.1 Logo Process</p> <ul style="list-style-type: none"> ● Organize a dynamic, in-person workshop, facilitating open dialogue with Coastline ROP representatives and ideation. ● Sonychelle Media and Communications will draft three logo concepts that not only reflect Coastline ROP’s collective vision but also leverage the insights and creativity of the organization. ● Sonychelle Media and Communications will present the three logo design concepts allowing Coastline to provide feedback and direction. ● Engage in revisions for each design concept, or as identified by Coastline ROP, fine-tuning the design to

	<p>ensure that it aligns perfectly with Coastline ROP’s objectives.</p> <ul style="list-style-type: none"> • Meticulously refine and finalize the chosen concept among the three, ensuring it aligns precisely with your vision and objectives. The final logo will be delivered in various formats (e.g., AI, EPS, PNG, JPG) for versatile use in digital and print materials.
<p>1 month June 2024</p>	<p>PHASE 5: STYLE GUIDE</p> <p>5.1 Color Palette</p> <ul style="list-style-type: none"> • Choose a color palette that compliments the logo and represents the brand. • Ensure the colors are accessible and readable in various applications. <p>5.2 Brand Guidelines</p> <ul style="list-style-type: none"> • Create a comprehensive set of brand guidelines to maintain brand consistency. • Include rules for logo usage, color codes, typography, and design elements. • Share these guidelines with all staff and external partners.
<p>1.5 months July 2024</p>	<p>PHASE 6: IMPLEMENTATION AND ROLLOUT</p> <p>6.1 Develop a Communication Plan</p> <ul style="list-style-type: none"> • Develop key messages that clearly and effectively communicate the reasons for the rebranding. • Ensure messages align with the objectives and findings from the brand analysis. • Train staff and spokespersons on the key messages and talking points. • Create a press release. <p>6.2 Website and Social Media Updates</p> <ul style="list-style-type: none"> • Update the organization's website and social media profiles with the new branding.

	<p>6.3 Communication Rollout</p> <ul style="list-style-type: none"> • Launch the rebranding campaign. • Monitor public reaction and address any concerns or questions.
<p>1 month</p> <p>July 2024</p>	<p>PHASE 7: EVALUATION AND FEEDBACK</p> <p>7.1 Post-Implementation Evaluation</p> <ul style="list-style-type: none"> • Gather feedback from stakeholders, including students, parents, and staff. • Compare pre- and post-rebranding metrics. • Assess the success of the rebranding effort. • Use feedback to make adjustments if necessary.
	TOTAL COST \$10,000

Date of Proposal: November 27, 2023



Photo from booklet designed by SMC and used at at Community College event also coordinated by SMC

OTHER SERVICES



BRANDING AND LOGO DESIGN

Film or create animated videos to spotlight students and report organizational news on websites and social media.



CONSULTING/STRATEGIC PLANNING

Research company marketing needs and co-strategize customized marketing plan. Implement plan and review effectiveness.



EVENT COORDINATION (ONLINE & IN-PERSON)

Experienced event coordination for small and large educational events of 800+ attendees. Career fairs, workshops, award ceremonies, advisory meetings, etc.



GRAPHIC DESIGN

Print/digital: Create branded imagery, design flyers, signs, COVID-safety materials, manuals, promo items, awards, newsletters, etc.



PR AND COPYWRITING

Prepare media releases, coordinate VIP appearances (e.g. political figures), and community events. Prepare blog posts, email campaigns, coordinate crisis communications, write scripts and speeches, etc.



SOCIAL MEDIA MANAGEMENT

Create content, schedule posts, manage engagement, drive growth, and create ads to support multiple distribution outlets.



SURVEYS, REPORTS & STATISTICS

Collect valuable data from stakeholders. Prepare reports, create infographics, setup text codes for ease of collection. HR support as provider of DISC and PXTSelect assessments.



VIDEO EDITING

Film or create animated videos to spotlight students and report organizational news on websites and social media.



WEBSITE DESIGN

Build and design custom websites, splash pages, event pages, etc. for large and small companies.



WORKSHOPS AND TRAINING

Provide specialized training sessions for staff and students teaching strategic marketing, branding, and employability skills.

RECENT LOGO DESIGNS



Thank
you!

LET'S GET STARTED!



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714-290-7745

MISSION

In order to provide a clear focus for Coastline Regional Occupational Program (CROP) programs, activities and operations, the Board of Trustees shall adopt a long-range vision that sets direction for the CROP which is focused on student learning and describes what the Board wants its schools to achieve. This mission statement may be incorporated in various documents, including the CROP's mission statement, philosophy, long-term goals, short-term objectives, and/or comprehensive plans.

(cf. 0100 - Philosophy)
(cf. 0200 – Operational Principals)
(cf. 0400 - Comprehensive Plans)
(cf. 9000 - Role of the Board)

The Superintendent or his/her designee shall recommend an appropriate process for establishing and/or reviewing the CROP's mission statement which is inclusive of parents/guardians, students, staff and community members.

The Board shall review the CROP mission statement at least every three years or whenever a new Board member or Superintendent joins the CROP. Following these reviews the Board may revise or reaffirm the direction it has established for the CROP.

The Superintendent or his/her designee shall communicate the CROP's vision to staff, parents/guardians and the community and shall regularly report to the Board regarding CROP progress toward the vision.

(cf. 0500 - Accountability)
(cf. 1100 - Communication with the Public)

Management Resources:

CSBA PUBLICATIONS
Maximizing School Board Leadership: Vision, 1996
WEB SITES
CSBA: <http://www.csba.org>

MISSION

The Superintendent or his/her designee shall establish a process for developing and regularly reviewing the Coastline Regional Occupational Program (CROP)'s vision and direction which includes:

1. Clearly defined procedures, timelines and responsibilities
2. Identification of the strengths and needs of the CROP
3. Input from parents/guardians, students, staff and community members through procedures which may include surveys, focus groups, advisory committees and/or public meetings and forums

(cf. 1220 - Citizen Advisory Committees)

(cf. 2230 - Representative and Deliberative Groups)

(cf. 6020 - Parent Involvement)

4. Board adoption of CROP mission statement at a public meeting

As part of this process, the Superintendent or his/her designee shall provide the Board of Trustees with relevant CROP documents and data, including current CROP mission and vision statements, if any, and information about student demographics, student achievement, student enrollment patterns, current programs and recent program cuts, staffing and professional development needs, budget trends, facilities, technology and emerging educational issues.

(cf. 0100 - Philosophy)

(cf. 0200 - Operational Principles)

(cf. 0400 - Comprehensive Plans)

PHILOSOPHY

As part of its responsibility to establish a guiding vision for the Coastline Regional Occupational Program (CROP), the Board of Trustees shall develop and regularly review a set of fundamental principles which describes the CROP's beliefs, values or tenets. The Board and CROP staff shall incorporate this philosophy in all CROP programs and activities.

(cf. 0000 - Mission)

(cf. 0200 - Operational Principles)

(cf. 9000 - Role of the Board)

It is the philosophy of the CROP that:

1. All students can learn and succeed.
2. Every student in the CROP, regardless of gender, special needs, or social, ethnic, language or economic background has a right to a high-quality education that challenges the student to achieve to his/her fullest potential.
3. The future of our nation and community depends on students possessing the skills to be lifelong learners and effective, contributing members of society.
4. A safe, nurturing environment is necessary for learning.
5. Parents/guardians have a right and an obligation to participate in their child's schooling.
6. The ability of children to learn is affected by social, health and economic conditions and other factors outside the classroom.
7. Early identification of student learning and behavioral difficulties contribute to student success.
8. Students and staff respond positively to high expectations and recognition for their accomplishments.
9. Continuous school improvement is necessary to meet the needs of students in a changing economy and society.
10. The diversity of the student population and staff enriches the learning experience for all students.
11. A highly skilled and dedicated staff has a direct and powerful influence on students' lives and learning.

PHILOSOPHY (continued)

12. A high level of communication, trust, respect and teamwork among Board members and the Superintendent contributes to effective decision making.
13. The community provides an essential resource to the educational program.
14. Effective communication with all stakeholders helps build support for the schools.
15. Accountability for the CROP's programs and operations is shared by the entire educational community, with the ultimate accountability resting with the Board as the basic embodiment of representative government.

Legal Reference:

EDUCATION CODE

51002 *Local development of programs based on stated philosophy and goals*

51019 *Definition of philosophy*

Management Resources:

CSBA PUBLICATIONS

Maximizing School Board Leadership: Vision, 1996

OPERATING PRINCIPLES

Coastline Regional Occupational Program operates under the following principles which are in accord with the philosophy of the Board and mandates of the State of California Education Code.

(cf. 0000 - Mission)

(cf. 0100 - Philosophy)

The Coastline Regional Occupational Program (CROP) will:

1. Provide a wider variety of career technical education classes that will serve a larger number of students than could be provided adequately by a single district.
2. Provide students the opportunity to obtain job skills which enable them to become and remain economically productive members of society.
3. Provide each individual student career guidance directly supportive to the training program.
4. Provide students with a career technical education program that prepares them for academic and career success.
5. Provide students, when feasible, on-the-job training experiences that will augment their basic high school education.
6. Encourage better relations and improved communications between the business, industry and education communities.
7. Cooperate in articulation between various occupational delivery systems in the region served.
8. Expand, modify, or delete courses in response to changing occupational fields.
9. Investigate and utilize various sources of financial support in order to expand programs and services.
10. Develop, with broad-based input, annual Coastline CROP Priorities which are reviewed and assessed on a timely basis.
11. Provide for continuous evaluation of the career technical education program.

OPERATING PRINCIPLES (continued)

12. Provide a public recognition program for students, staff, participating district, business/industry personnel for their outstanding achievements and contributions to the organization.

Legal Reference:

EDUCATION CODE

33127-33129 *Standards and criteria for fiscal accountability*

33400-33407 *CDE evaluation of district programs*

44660-44665 *Evaluation of certificated employees*

51002 *Local development of programs based on stated philosophy and goals*

51020 *Definition of goal*

51021 *Definition of objective*

51041 *Evaluation of the educational program*

52050-52059 *Public Schools Accountability Act*

64000-64001 *Consolidated application process*

CODE OF REGULATIONS, TITLE 5

15440-15463 *Standards and criteria for fiscal accountability*

UNITED STATES CODE, TITLE 20

6311 *Accountability, adequate yearly progress*

6312 *Local educational agency plan*

Management Resources:

CSBA PUBLICATIONS

Monitoring for Success: Student Wellness Policy Implementation Monitoring Report and Guide, 2007

Student Wellness: A Healthy Food and Physical Activity Policy Resource Guide, rev. 2006

Maximizing School Board Governance: Vision, 1996

WEB SITES

CSBA: <http://www.csba.org>

CSBA, Agenda Online:

<http://www.csba.org/Services/Services/GovernanceTechnology/AgendaOnline.aspx>

California Department of Education: <http://www.cde.ca.gov>

BOARD COMMITTEES

The Board of Trustees may establish Board committees as necessary. The Board shall determine the duties of the committee at the time of its appointment. Unless specifically authorized by the Board to act on its behalf, Board committees shall act in an advisory capacity. When its duties have been completed, the committee shall be dissolved.

(cf. 1220 - Citizen Advisory Committees)

Board committees shall provide public notice of their meetings and conduct these meetings in accordance with state open meeting laws.

Meetings of advisory committees or standing committees for which an agenda is posted at least 72 hours in advance of the meeting pursuant to Government Code 54954.2, shall be considered, for purposes of the Brown Act, as regular meetings of the Board. (Government Code 54954)

(cf. 9320 - Meetings and Notices)

(cf. 9322 - Agenda/Meeting Materials)

Board advisory committees composed solely of less than a quorum of the members of the Board are not subject to open meeting laws unless they are standing committees that have a continuing subject matter jurisdiction or a meeting schedule established by the Board. (Government Code 54952)

Standing committees with a continuing subject matter jurisdiction include but are not limited to those responsible for providing advice on budgets, audits, contracts and personnel matters at the Board's request.

When a majority of the members of the Board attend an open and noticed meeting of a standing committee, the Board members who are not members of the standing committee shall attend only as observers. (Government Code 54952.2)

The Superintendent or his/her designee may serve as an advisor to any committee at the discretion of the Board.

Whenever so charged, committees may actively seek input and participation by parents/guardians, staff, community and students and may consult with local public boards and agencies.

When a Board committee composed exclusively of Board members has provided for public comment on an item at a public meeting before or during the committee's consideration of the item, the Board is not obliged to provide for public comment on the item at a subsequent Board meeting. Public comment shall be afforded, however, if the Board determines that the item has been substantially changed since it was heard by the committee. (Government Code 54954.3)

Legal Reference: (see next page)

BOARD COMMITTEES (continued)

Legal Reference:

EDUCATION CODE

35010 *Control of district; prescription and enforcement of rules*

35024 *Executive committee*

35160 *Authority of governing boards*

35160.1 *Broad authority of school districts*

GOVERNMENT CODE

54952 *Legislative body, definition*

54952.2 *Definition of meeting*

54954 *Time and place of regular meetings; special meetings; emergencies*

54954.3 *Opportunity for public to address legislative body*

ATTORNEY GENERAL OPINIONS

81 *Ops.Cal.Atty.Gen. 156 (1998)*

80 *Ops.Cal.Atty.Gen. 308 (1997)*

79 *Ops.Cal.Atty.Gen. 69 (1996)*