

## Board of Education

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## FOR IMMEDIATE RELEASE

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### **A New Beginning – Alvord Unified School District Launches Strategic Visioning and Branding Process**

*RIVERSIDE, CA (June 30, 2021)* -- In the 2021-2022 school year, the Alvord Unified School District will proudly develop a strategic vision and brand to position the district for future success.

The district is partnering with Patrick Sinclair, a creative direction and lead design expert who works with public and private entities on strategy, innovation, and branding. With over 30 years of experience in public affairs, marketing and branding, Mr. Sinclair has served dozens of branding and communications clients, including the Partnership for L.A. Schools, Para Los Niños, and the Children's Institute of Los Angeles. Mr. Sinclair will work closely with Luz Maria Castellanos, a communications expert, on the district's project.

Additionally, David Ferguson will move to district headquarters to co-lead the district's project with Dr. Allan Mucerino, the Superintendent of Schools. Most recently, Mr. Ferguson served as the principal at Hillcrest High School, leading the school to the 2020 California Distinguished School Award. Mr. Ferguson also previously served as the principal at Wells Middle School and Villegas Middle School giving him the unique experience of working with many district students and families in his eighteen years of district service.

Mr. Ferguson will work directly with Mr. Sinclair and Mrs. Castellanos to gather input and conduct focus groups with district and community stakeholders. The input will inform the district's strategic plan.

ABOUT US: [Alvord Unified School District](#) serves the westernmost portion of the city of Riverside, as well as parts of the city of Corona and an unincorporated area of Riverside County. We serve about 18,500 students in fourteen K-5 elementary schools, four 6-8 middle schools, three comprehensive 9-12 high schools, and two alternative education centers.

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