

District Marketing and Communications Committee
August 25, 2020

1. Call to Order

2. District Marketing Committee

- Overview
- Charge of DMCC
- Election of faculty Co-Chair

3. Goals/tasks

- Branding Guides (BG) – approval of BG for District, Foundation, Colleges and Centers; includes logos, seals, trademarks, stationary; standards for licensing, usage, design, colors and sub-categories (division, department, office, athletics, arts, etc.).
- Policies and procedures for District and college communications (writing styles, list serves, social media, website, video, drone use, photography, press releases, newsletters, marketing, COPPA, FERPA, HIPPA, ADA Compliance, etc.).

4. Topics for Discussion:

- Board Policies
- Administrative Procedures
- RCCD Branding Guide

5. Updates

- a. District
- b. Moreno Valley College
- c. Norco College
- d. Riverside City College

6. Upcoming Meeting

- Suggestion 90 minutes every other month