Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

August 25, 2020 – 3pm
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebeccah Goldware	Chie Ishihara	Brady Kerr
Chris Clarke	Jennifer Floerke	Noelle Hansen
Mark Knight	Ruth Leal	Rudy Castellanos
Peggy Lomas	Sara Nafzgar	Renee Vigil
Robert Schmidt	Jennifer McDaniel	
Diana Meza	Ashley Etchison	

MEMBERS ABSENT

Thea Quigley	Phillisha Kimbles	Jason Graham

I.   CALL TO ORDER

II. DISTRICT MARKETING and COMMUNICATIONS COMMITTEE (DMCC)
   a. DMCC overview provided.
   b. Charge of DMCC provided to the committee. Feedback received for the Charge was the term of 2 years of service and succession planning. Three classified professionals, as appointed by CSEA, for service. College president doesn't usually get involved but consultation with president and suggestion to flip the language. Faculty and classified as co-chairs clarification. Meetings to be scheduled in June and late-August but skip summer.

III. ELECTION OF FACULTY CO-CHAIR
   DMCC discussed election of Faculty co-chair and Brady Kerr was unanimously elected as the co-chair.

IV. GOALS/TASKS
   a. 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.).
   b. 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.). Feedback received about size minimums (in inches) for print as well as specifics on margins (i.e. needs to be 0.25 inches from the edge as a margin). Suggest to use with keylines (borders to offset the logo on a background) and drop shadows.

   c. Usage on colored backgrounds with specifics for busy backgrounds, but suggestions to use some opacity tricks, etc. Also suggested color combinations

and % of primary / alternate colors. This will allow people unfamiliar with color theory to create educated and consistent documents, etc.

d. Questions received about listing out the fonts character by character is needed; feedback was this has not been reflected in most style guides. Feedback received was listing the font names is usually sufficient and allows for easier changes. Overview of the "feel" or "emotion" that designs are trying to convey may be optional. Perhaps some design examples of the colors/logos used on example brochures?

V.   <u>TOPICS FOR DISCUSSION</u>

Board Policies and Administrative Procedures discussed. Riverside Community College District (RCCD) Branding Guide needs to be routed through approval committees. Riverside City College (RCC) and Moreno Valley College (MVC) to route as Norco College (NC) has already been approved through shared governance committees.

VI.   <u>UPDATES</u>

a. District shared updates.
b. Moreno Valley College shared website updates.
c. Norco College shared about the Marketing committee and brand refresh.
d. Riverside City College shared about the branding campaign.

VII.   <u>UPCOMING MEETING</u>

Suggestion to schedule future meetings for 90 minutes every other month. Availability will be collected and meeting invite will follow.

VIII.   <u>MEETING ADJOURNED</u>