

Riverside Community College District  
**DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE**

October 19, 2020 – 4pm  
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware  
Chris Clarke  
Mark Knight  
Jason Graham  
Ashley Etchison  
Noelle Hansen  
Jennifer McDaniel

Robert Schmidt  
Peggy Lomas  
Diana Meza  
Thea Quigley  
Sara Nafzgar  
Brady Kerr  
Renee Vigil

Ruth Leal  
Phillisha Kimbles  
Rudy Castellanos  
Chie Ishihara

MEMBERS ABSENT

Nikolas Banuelos

I. CALL TO ORDER

II. TOPICS FOR DISCUSSION

- a. Branding Guides (BG) was discussed as the front page would be specific and messaging per college. Disclaimers were shared about when these should be used; Perkins and activity disclaimer was an example referenced. Suggestion made to create a toolbox for changes, PowerPoint template, email template and social media posts.
- b. RCCD Style Guide will go before the District Marketing and Communication Committee (DMCC) Style Guide will go before the committee when? Should encompass: social media, general guide, marketing, news and writing (in general). Discussion took place about keeping the guide modular and clarification was requested about disclaimers. There was a suggestion to visit disclaimer page via the toolbox by adding a link to keep disclaimer page current. Recent disclaimers from General Counsel were shared with the group as a sample. A link was shared with the DMCC about public entity helps with the trade marking for coverage.
- c. Brand and Style Guide for merchandising was discussed on how to treat this for giveaways, merchandise, etc. The Follett contract was mentioned for reference.
- d. Norco College (NC) has taken Style Guide through the process with official seals, graphics are available, Athletics has a visual mark. Riverside City College (RCC) and Moreno Valley College (MVC) need to take their Style Guides through the process. Suggestion made for a Riverside Community College District (RCCD) Brand Guide and Style Guide that would be more specific from RCCD to colleges; there is a need for an umbrella for RCCD. DMCC plans to move forward to go

through Strategic Planning, channels through shared governance and Board of Trustees by spring.

- e. NC list serves structure was academic senate and shared governance for updating naming structure. NC worked with District and list serve moderator on this to remove Nor vs. NC. Suggested by the DMCC for the External Relations and Strategic Communications (ER&SC) unit to draft list serve process for the other two colleges and RCCD.
- f. Communication with students was discussed and how students receive 100 emails per day. Discussed how there might be data available with the RCC dean of Student Services for data sent to students as there is a form to communicate. Suggested student email monitoring and Job Speaker vendor might be a helpful repository for emails, events, etc. that will be connected through Canvas which has a bulletin area. MVC student messaging was shared with the DMCC. Some of the colleges send texts to students and discussed Rave and Guardian for screening.
- g. There is more to come in the future regarding policies and procedures for District and college communications.

### III. UPDATES

- a. Moreno Valley College Giving week is the focus and the MVC Student Services platform was shared with the DMCC.
- b. Norco College had a successful Giving week and a new website was launched.
- c. Riverside City College has been focused on marketing for Extended Learning, District activities, the list serves are 140 lists with some lists that entail have less than 40 people. Question to the DMCC regarding forms and too much communication; discussed follow up with vice president, Student Services about delivery.

### IV. UPCOMING MEETING

DMCC will schedule meetings every other month through June 2021.

### V. MEETING ADJOURNED