Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

December 16, 2020
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebeccah Goldware	Peggy Lomas	Chie Ishihara
Chris Clarke	Thea Quigley	Noelle Hansen
Mark Knight	Diana Meza,	Jennifer McDaniel
Jason Graham	Sara Nafzgar	Brady Kerr
Ashley Etchison	Ruth Leal	Renee Vigil
Robert Schmidt	Phillisha Kimbles	

MEMBERS ABSENT
Rudy Castellanos

I. CALL TO ORDER
   Introductions

II. TOPICS FOR DISCUSSION

   a. Branding Guide (BG) and Toolbox before the District Marketing and Communications Committee (DMCC) for approval. Clarification about what primary logo should be used for District-related matters and how the alternative logos should be used secondly (if working with colleges).

   b. Suggestions for BG and Toolbox received to clarify about when logos should be used and non-confirming identify marks. Remove 'Alterative Logos' and rename to 'Joint College Logos.' Add black and white background along with approved color palette. Add disclaimer verbiage about black or white (like the Alumnus of the Year) Example provided was publications referencing the colleges and separate out the benched/grandfathered logos (phasing out this logo).

   c. Discussed colors that can be used and hyperlink to the college guides for additional graphics/colors with disclaimer (when available for hyperlinks). Share Districtwide about the amount of fonts and colors used on emails for communication.

   d. Suggestion for templates within the Toolkit with a statement. Statement: "RCCD primary logo or monogram may be used as a sub-branded component of another logo as long as the integrity of the RCCD logo is maintained." Include the RCCD logo and approved color palette so it falls within the guidelines on how the logo can be used and is open ended.

III. BRANDING GUIDE AND TOOLKIT APPROVAL
Vote taken to approve the Branding Guide and Toolkit. Member Kerr motioned to approve the Guide and Toolkit and member Graham seconded; motion approved (16 ayes).

IV. SOCIAL MEDIA GUIDELINES

a. Branding pages where folks can access not just the Style Guide but the supporting documents, templates, etc. Example provided of collegename/brand.edu. What networks are being used and recommended?

b. Primary/preferred channels for communications and secondary should be filtered through the assigned college/District webmasters. Use of names and issues; suggestion to write guidelines.

c. Schedule conversation with the social media mediators with Member Knight in future.

V. LIST SERVES

a. Staff vs. classified professionals wording for list serve NC-CLASSIFIEDPRO-DL.

b. Suggestion to at least set up the default to "Reply" instead of "Reply All"

c. Has NC issued a list-serve policy? Norco College (NC) and Jared at Riverside Community College District (RCCD) have worked on the document, processes and procedures. This has not been implemented collegewide yet but everything is ready to be released.

VI. UPDATES

a. Moreno Valley College updates shared about the college.

b. Norco College shared an update about the approved Brand Guide.

c. Riverside City College shared updates about the college.

d. District provided updates,

VII. UPCOMING MEETING
Next meeting is scheduled February 25, 2021 at 3pm.

VIII. MEETING ADJOURNED