

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

February 25, 2021
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

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

MEMBERS ABSENT

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| Nikolas Banuelos | Rudy Castellanos | Jennifer Floerke |
| Jason Graham | | |

I. CALL TO ORDER

II. UPDATES

- a. Moreno Valley College (MVC) shared updates about the website redesign and 30th anniversary celebration for the month of March.
- b. Norco College (NC) shared about the new 30-year logo that has been created. March 11 is the kick-off for the 30-year anniversary and celebration videos are being prepared. Courses are open for April and a virtual tour will be launched mid-March.
- c. Riverside City College (RCC) shared the RCC Brand Guide is being drafted. A new interactive map is going to be available. A module for virtual events being explored. New web applications technician will be starting soon. Social media plan is being mapped out. 90% enrollment is being met and is almost close to target numbers.
- d. District shared updates.

III. TOPICS FOR DISCUSSION

Discussion held about how list serves should be used based on the new policy. MVC has a draft list serve guideline document and it is going through MVC's internal process.

IV. LIST SERVE APPROVAL

- a. District Marketing and Communications Committee (DMCC) motioned to approve the List Serve document and move it forward to District Strategic Planning Committee (DSPC).
- b. Vote: 14 ayes, 1 abstention as Member Nafzgar joined the meeting during voting.

V. SOCIAL MEDIA GUIDELINES

Social media guidelines discussed.

VI. PUBLICITY REQUEST FORM

- a. Clarified about posting on colleges or District social media section. NC has a different process.
- b. Social media graphics compared to posts had a suggestion to be more specific on the form.
- c. Suggestion to add intended purposes or explain what each form is tied to. Example provided was the billboard request for anything compared to a specific project.
- d. Paid advertising should be routed through approval with budget code. Suggested a vice president, dean, etc. for approval.
- e. Size requirements suggested.
- f. Suggestion received for Content Creation expand on newsworthiness, etc.

VII. UPCOMING MEETING

Next meeting scheduled April 23, 2021 at 9am.

VIII. MEETING ADJOURNED