

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

June 17, 2021
Via [Teleconference](#)

Charge: In support of the RCCD District Strategic Plan, the District Marketing and Communications Committee (DMCC) will work to establish policies and procedures that will provide guidelines and standards for creating and producing marketing, advertising and strategic communications for the District and its colleges.

I. **Call to Order**

Welcome MVC management representative, Christopher Sweeten.

II. **Approval of Minutes**

- a. August 25, 2020
- b. October 19, 2020
- c. December 16, 2020
- d. February 25, 2021
- e. April 23, 2021

III. **Updates**

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

IV. **Topics for Discussion:**

- a. RCCD-ALL
- b. List Servs
- c. Publicity Requests
- d. Social Media Guide
- e. Writing Style Guide

V. **Upcoming Meeting**

- a. TBD in August?
- b. Fall schedule

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

August 25, 2020 – 3pm
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware
Chris Clarke
Mark Knight
Peggy Lomas
Robert Schmidt
Diana Meza

Chie Ishihara
Jennifer Floerke
Ruth Leal
Sara Nafzgar
Jennifer McDaniel
Ashley Etchison

Brady Kerr
Noelle Hansen
Rudy Castellanos
Renee Vigil

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. TOPICS FOR DISCUSSION

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. UPDATES

- 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. UPCOMING MEETING

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

VIII. MEETING ADJOURNED

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

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

December 16, 2020
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware
Chris Clarke
Mark Knight
Jason Graham
Ashley Etchison
Robert Schmidt

Peggy Lomas
Thea Quigley
Diana Meza,
Sara Nafzgar
Ruth Leal
Phillisha Kimbles

Chie Ishihara
Noelle Hansen
Jennifer McDaniel
Brady Kerr
Renee Vigil

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

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

February 25, 2021
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware
Robert Schmidt
Chris Clarke
Ashley Etchison
Mark Knight
Brady Kerr

Diana Meza
Peggy Lomas
Chie Ishihara
Ruth Leal
Noelle Hansen
Thea Quigley

Phillisha Kimbles
Jennifer McDaniel
Sara Nafzgar
Renee Vigil

MEMBERS ABSENT

Nikolas Banuelos
Jason Graham

Rudy Castellanos

Jennifer Floerke

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

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

April 23, 2021
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware
Chris Clarke
Robert Schmidt
Mark Knight

Ashley Etchison
Brady Kerr
Jason Graham
Noelle Hansen

Sara Nafzgar
Thea Quigley
Diana Meza
Renee Vigil

MEMBERS ABSENT

Nikolas Banuelos
Ruth Leal
Jennifer Floerke

Jennifer McDaniel
Phillisha Kimbles
Rudy Castellanos

Chie Ishihara
Peggy Lomas

I. CALL TO ORDER

II. UPDATES

- a. Moreno Valley College (MVC) shared updates about commencement/graduation focus. MVC has experienced bookstore issues for graduation supplies. Photos have been coordinated. Website feedback has been received; working on scheduling round 2 and 3 for content development. Content guidelines are in place and contracting out for assistance. (Live next year after content is completed.) Marketing and Communication group has met; charge needs to be routed through Chancellor's Cabinet. MVC has met regarding Giving Week too.
- b. Norco College (NC) shared the college finished the Marketing committee charter to help drive, provide input and marketing campaigns. The goal is driving the Brand Guide, templates, consistent timelines and Social Media guidelines. Late start campaign was completed and fall campaign messaging is being prepared. Ordered campus pole and floor banners; welcome back signs are in design phase. Commemorative plaques are being designed and ordered. Radio ads are being translated into Spanish.
- c. Riverside City College (RCC) shared the college does not have a Marketing committee but staff are going to inquire about possibly setting up one with vice president West.
- d. District shared updates that the three colleges are working together to help promote the Extended Learning programs through social media (funded through Strong Workforce non-credit budget and the purpose is to not duplicate services). Working with the library to provide bags with brochures and literature about programs to community members. Marketing presentation was provided to the Board of Trustees Committee on April 6. Billboards are displayed on the freeways

and surface streets with simple messaging. Assisting with promoting the summer Math Institute. Added Snap Chat and TikTok social media channels for the District. NC has mid-semester start-ups. Signed a contract with Intercom for iHeart Radio audiences. Univision Spanish language network radio and social media platform is being used for Spanish ads (in development). “If I Can, You Can Do it and Join Us” marketing is being developed.

III. TOPICS FOR DISCUSSION

- a. RCCD-All was moved forward the List Serves. There is a hardware change going on through IT’s channel. There is a new server is being “forklifted” and shifted which impacts the list serve process. A request was made to share draft but needs to be reviewed for formatting before distributing. District List Serve Guidelines have been established with NC updates. Intranet solution with messages from the District, calendar and different functions. Fall Communication plan is going through committees in the fall.
- b. Starting with the District Social Media Guide based on what has been seen at the colleges. If District Marketing and Communications Committee (DMCC) members have suggestions, guidelines, etc. to share feedback it’s welcomed as the guide is being drafted. Suggestion to host future training sessions on how to use social media.
- c. Writing Style Guide is a standalone document about public facing writing; not dictating how to write but focused on external relations and public facing writing rules that are specific to the District. A request to share the draft in June/add to the next meeting agenda. Might use APA or AP style guide for writing style. DMCC members can submit suggestions and feedback for the Writing Guide.
- d. Emergency Communications guide discussed and standards based on FEMA training.
- e. Implementing a project management tool and project request tool.

IV. UPCOMING MEETING

Next meeting scheduled June 17, 2021 at 1pm.

V. MEETING ADJOURNED