

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

June 17, 2021
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware	Noelle Hansen	Peggy Lomas
Chris Clarke	Sara Nafzgar	Andrew Sanchez
Robert Schmidt	Diana Meza	Renee Vigil
Mark Knight	Phillisha Kimbles	
Ashley Etchison	Chie Ishihara	

MEMBERS ABSENT

Nikolas Banuelos	Thea Quigley	Christopher Sweeten
Ruth Leal	Brady Kerr	
Rudy Castellanos	Jason Graham	

I. CALL TO ORDER

Andrew Sanchez is attending meeting on behalf of VP, Christopher Sweeten

II. APPROVAL OF MINUTES

The DMCC requested the minutes be brought to the next meeting. No action taken.

III. UPDATES

a. Moreno Valley College (MVC) - MVC is working to establish a Marketing committee led by VP Sweeten. There is a billboard marketing focus for MVC and billboards are facing the freeway adjacent to the March Air Base (215 freeway). Meet your instructor videos are being pushed out to students via the college website through Canvas page and social media. Updating social media accounts more frequently and seeking print media content to distribute within the community (the Villa magazine for ad space targeted at MV region for 6-month content). MVC is planning for an in-person Welcome Day on August 16th and Welcome Center opening is scheduled for November 4th to kick off Giving Week scheduled November 8-12.

- Resources shared: Link to Summer Meet Your Instructor: https://rccd.instructure.com/courses/31841/pages/meet-your-instructor-summer-2021-course-details?module_item_id=2275138

b. Norco College (NC) - NC shared about the fall enrollment campaign and digital campaign. Toolkits are being created and NC is prepping for Giving Week scheduled October 4-8 which is expected to tie with the grand opening of the Veterans Resource Center (VRC).

c. Riverside City College (RCC) - RCC vaccination challenge is a focus for the campus and is encouraging folks to support President Biden's vaccination campaign. A campaign for Welcome Week has started and RCC is trying to feature various departments that are available on campus for services. Public Affairs

Officer (PAO) is looking for student and program stories to share via social media. RCC is pushing for a strong marketing campaign and has recently formed a Marketing committee.

- d. District - "If I Can, You Can" campaign is being featured with segments of Alumni of the Year recipients. District goal is to post more frequently and gain followers on social media vs ads. Billboard campaign is ongoing and graduation ads were published for recent grads.

IV. TOPICS FOR DISCUSSION

- a. RCCD-ALL - Committee discussed to address recent approval at June 15th Board of Trustees (BOT or Board). At the BOT meeting the Faculty Association (FA) wrote it into their contract to allow access to the RCCD-ALL messaging. Committee discussed that the classified staff union was not included for the RCCD-ALL messaging. Committee discussed principle locations and designees. Suggested top faculty messages need to be cleared and structure would have designees with president, vice presidents, etc. for monitoring the queue. System needs to be monitored; server needs to shift from one server to another. Suggest do not reply to * message and clause about future changes. Suggested to meet with IT with Rebeccah, Chris, Noelle, Jared and Robert to address fundamental suggestions. Questions received for the committee to discuss and address in the future were: Will responses be allowed to go out? Can folks reply to author not the system? Do reply to messages get released? Or do messages need to be redirected?
 - Resource shared with the committee for the June 15th agenda: <https://d3n9y02raazwpg.cloudfront.net/rccd/1d4daa0a-3a50-11eb-bc32-0050569183fa-0d1b60d5-af17-43bd-a6aa-407429015b84-1623703184.pdf>.
- b. List Servs
- c. Publicity Requests - Simple form created and internal staff will be assigned to cover. Chie had suggestions for the Publicity form and recommended message suggestion with time frame information included to send to media. Request to bring back to the DMCC with updates.
 - Form examples shared: <https://www.smc.edu/administration/marketing/marketing-request.php>, <https://www.harpercollege.edu/about/directory/msc/request.php> and <https://www.phoenixcollege.edu/employees/marketing-pr/marketing-request-intake-form>.
- d. Social Media Guide - Committee requested to bring back in at next meeting.
- e. Writing Style Guide - Journalist style guidelines shared in comparison to AP Style Guide. Referenced the AP style guide to provide a clear path for standardized writing. Committee supports to have a consistent voice as it helps those that are providing editing support have a framework and reason with which to put their foot down when there's the occasional unreasonable request. Request made to change title of guide and bring item back to next meeting. District shared about radio ads through KGGI radio and includes web-based streaming service ads available. Email blasts have gone out targeting residents of MV and NC college area to promote and encourage enrollment in summer classes; registration for fall push

will begin in a few weeks as well. Suggested to not use platforms that are prone to hacking.

- Resources shared with the committee:
<https://brand.universityofcalifornia.edu/guidelines/editorial.html#> and
<https://www2.calstate.edu/csu-system/csu-branding-standards/editorial-style-guide>.

V. UPCOMING MEETING

Renee Vigil will send a survey out to DMCC to gather dates and times to schedule next meeting and fall meetings.

VI. MEETING ADJOURNED