

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

October 28, 2021  
Via Teleconference

**Attendees:** Chie Ishihara, Mark Knight, Sara Nafzgar, Ashley Etchison, Rebecca Goldware, Brady Kerr, Ruth Leal, Jason Graham, Thea Quigley, Peggy Lomas, Chris Clarke, Robert Schmidt and Renee Vigil

**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**

**Meeting called to order at 2:31pm**

**II. Approval of Minutes**

**June 17, 2021**

Brady Kerr motioned to approved and Peggy Lomas seconded (11 ayes and 1 abstention from Ruth Leal)

**III. Updates**

**a. Moreno Valley College**

- Giving week is next week and MVC reached the goal but moved the goal to \$40K
- Virtual Accreditation visit took place last week and reported out to the college the results will be in Jan.
- Meeting with Christopher Sweeton for advertising for winter and spring; MVC will continue with signs around town and not as much focus on funds towards winter
- Involved with an online campaign via social media and no radio ads; District might supplement radio ads
- Meet-Your-Own Instructor will continue for winter and spring
- The website development team completed their review and iFactory passed off the project to Modern campus for the next stage of implementation
- Suggestion about marketing to high schoolers for colleges and intro to campus (give out college chachkies to excite future students example: hats, pendants, etc.)

**b. Norco College**

- Office of Planning & Development has a focus on ads
- NC billboard is viewable on the 91 freeway
- Giving week raised over \$31K
- Grand opening of the Veterans Resource Center is coming up
- Social media toolkits are being utilized
- Sharing student perspectives on social media and focus on enrollment

- Suggestion to market to community members who attend events (example: coloring book, future students of this college, banners that say, 'Welcome to Your Future College,' etc.)
- c. Riverside City College
- Strong Workforce project focused on extended learning is wrapping up and will be focusing on marketing efforts (ran an ad in the Riverside Couponer and other ads throughout the city)
  - Regional marketing and filming apprenticeship videos will be launched soon
  - HVAC program meeting taking place
  - Nursing accreditation team wrapped up with no deficiencies and accolades; extending the RN program and five-year map is on track
  - Annual report entails a list of accomplishments for the Nursing program
  - Tons of events at RCC
- d. District
- All three colleges made the top 100 colleges nationwide
  - Billboards are limited availability for advertising and might shift to mall and Metrolink ads
  - Postcard mailings: one from District about the winter and spring enrollment vaccination; previously enrolled students and people who have applied but not enrolled to focus on extended learning. Gathering emails, social media and postcards for advertising push.
  - Social media campaign taking place to limit District funds and support the colleges as a focus
  - Univision contract is being reviewed for Spanish-speaking online network through their programming; analyzing the results from the ads
  - Annual report is being drafted and is focused on the District with a focus on the Legislative program topics this will be presented to the BOT in Dec.
  - Snippet emails are being sent to students that are eligible to enroll for the spring; unit is tracking the advertising
  - Student survey is being sent to capture feedback from students

#### IV. **Topics for Discussion:**

##### a. RCCD Social Media Guidelines

- Does social media not affiliation need to be defined and addressed?
- Also, reference policies that are focused on affiliation?
- Include details about loopholes for student groups, etc. (example shared about the Norco Music website and is a college-based resource site to register the site and share credentials)
- Affiliated clubs should be managed by the colleges (college named items should be approved by the colleges and examples shared about FaceBook accounts that were misrepresenting a college/no shared login credentials)
- Suggestion to review all the accounts affiliated with the District and sharing credentials; need to create a procedure and template to capture information working with the VPSS, senates, etc.
- Goal is to create a website guideline

- Sara shared about the photography club and creation of social media accounts; was notified about the account to share the administrative rights
  - Who is the contact to set up accounts/trainer of this process to ensure accounts are set up properly? (Mark Knight can assist)
  - DMCC can review and finalize in Dec. and this will be available to students in Feb. possibly; Feb. or Mar. Senate meetings as an information meeting then Mar. DSPC meeting and Apr. BOT
  - Form to collect info
- b. Publicity Requests
  - c. RCCD Style Guide
  - d. RCCD-All Guidelines

V. **Upcoming Meeting**

- a. Survey DMCC to meet in December
  - *Meeting is scheduled for December 9 at 2pm*