Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
December 9, 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**

II. **Approval of Minutes**
    a. October 28, 2021

III. **Topics for Discussion:**
    a. RCCD-All Guidelines – Final review and approval
    b. RCCD Style Guide – Final review and approval
    c. RCCD Social Media Guidelines – Review and comment
    d. Publicity Requests – Review and comment

IV. **Updates**
    a. Moreno Valley College
    b. Norco College
    c. Riverside City College
    d. District

V. **Upcoming Meeting**
    a. Survey DMCC to meet in February

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
October 28, 2021
Via Teleconference

Attendees: Chie Ishihara, Mark Knight, Sara Nafzgar, Ashley Etchison, Rebeccah 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*

RCCD-ALL Listserv Guideline

Communications from RCCD-ALL@lists.rcc.edu* are sent to active employees of the Riverside Community College District. The messages are intended to communicate with all personnel or address all of the college faculty, classified professionals and managers in the District. When anyone is hired by the District, their District or College email is added to the RCCD-ALL Listserv. In order to ensure necessary District information is disseminated, all active employees are opted-in for the RCCD-ALL list.

Messages sent to RCCD-ALL@lists.rcc.edu go through a moderator before they are posted. Messages sent during a regular business day are generally posted the same day before close of business. Items sent after the regular business day, or on holidays or weekends, may be posted on the next regular business day.

1) Messages must be composed for, or relevant to, all District personnel.
2) Messages can be sent from members of the District's Executive Cabinet or District Departments that serve all District personnel (i.e.: Human Resources, Risk Management and Safety).
3) Messages should not disparage or defame any District/college personnel, employees or students.
4) Messages may include embedded images in the emails. Larger documents or images can be uploaded and shared as a OneDrive link.
5) Messages that are directed to specific colleges, departments, offices, groups or individuals should not be sent via RCCD-ALL, another more appropriate list serve or other distribution method should be used instead.

If a message does not meet these guidelines and is not posted, a moderator will send an email to the original sender with the reason for the denial.

Responses to RCCD-ALL messages may only be sent to the original author of the messages. "Reply to All" messages will not be posted.

Discussion List

All active employees may send messages via OPT-DISCUSS@lists.rcc.edu which is an Opt-In/Opt-Out unmoderated listserv that allows open discussions of topics District-wide (i.e., selling Girl Scout cookies, discussions about the weather, service opportunities, etc.).

While the OPT-DISCUSS listserv is not moderated, it is expected that common courtesy, respect and proper email etiquette will be followed (i.e., no spamming or flaming). No bullying or harassment will be tolerated. Employees must adhere to Board policies and administrative procedures when posting messages and replying. Anyone abusing this listserv will be removed from OPT-DISCUSS and will not be allowed to access the listserv without regaining approval from a member of the District's Executive Cabinet.

Instructions for employees wishing to Opt-In or Opt-Out of the OPT-DISCUSS listserv group.

*The lists.rcc.edu server will be migrated in the future and will become lists.rccd.edu

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Commented [RL1]: Does this include retirees? If so, should we include them in this statement? Also, student government leaders are included in this listserv.

Commented [RL2]: Should we state what office is the moderator from? i.e. Moderator from the Office of External Relations and Strategic Communications

Commented [RL3]: Link must be accessible to the entire district or files will not open.

Commented [RL4]: What is this?

Commented [RL5]: Is this the process per Board policy?

OPT-IN
Send an email to listserv@lists.rcc.edu with the following message in the BODY of the Email:

SUBSCRIBE **OPT-DISCUSS** "FIRSTNAME LASTNAME"
(replace the FIRSTNAME LASTNAME with your own name).

OPT-OUT
Send an email to listserv@lists.rcc.edu with the keywords UNSUBSCRIBE OPT-DISCUSS in the BODY of the Email (NOT the subject and NOT to the opt-discuss@lists.rcc.edu list).

Note: Do not reply to OPT-DISCUSS postings with UNSUBSCRIBE. This will not OPT you OUT of the OPT-DISCUSS listserv.

Riverside Community College District

Style Guide

Revised: March 14, 2021

This Style Guide is provided as a complement to existing branding and web style guides. As a District, we follow Associated Press style guidelines when writing news releases, public relations and marketing publications, and other collateral material. We also use a "house" style in certain instances; e.g., capitalizing District and College. This guide covers some of the most common grammar and usage questions RCCD employees encounter while conducting business, along with examples where the RCCD house style differs from Associated Press style. The guide is intended to be a starting point and will continue to evolve as new material is added in the future. If you have any questions or suggestions for material to include, please contact

Commented [NS1]: Riverside Community College District (RCCD) employees encounter....

We are not following our own guidelines in our guide. :) HAHA! I love it. I think we are all too close (or too tired) to notice.

Commented [VR2]: Suggest adding PublicAffairs@rccd.edu email.

Deleted:

Deleted: Robert Schmidt, robert.schmidt@rccd.edu, or Diana Meza, diana.meza@rccd.edu.

Special Notes:

Only ONE space after a punctuation mark.

The public does not understand the multitude of acronyms used in education, so please spell out the first time and place in parenthesis what the acronym is. HOWEVER, only use acronym in parenthesis if it will appear again in copy.

Do not try to emphasize simple statements by using an exclamation mark. Studies have shown using an exclamation mark causes readers to feel as if they are being yelled at, causing the reader(s) to stop reading. If the intent is to stop! — the reader — then use an !, but ONLY once.

Avoid using the same word repeatedly in the same sentence or even paragraph.

Refrain using contractions (don't, they're, isn't, etc.).

Keys to effective writing:

Use active voice when writing.

Put statements in a positive form.

Use definite, specific, concrete language.

Omit useless words, which can weigh down the message.

Place emphatic words of a sentence at the end.

If you use a colloquialism (slang word or phrase), do not draw attention to it by putting it in quotes.

Place yourself in the background of the story.

Write with nouns and verbs.

Do not overwrite. Avoid fancy words.

Do not overstate (readers will lose confidence in the message), or worse yet editorialize in your copy.

Avoid the use of qualifiers (very, all, little, pretty).

Use orthodox spelling (use information for info, through for thru).

Stay away from awkward adverbs. (Words that are not used orally are seldom the ones to put on paper.)

Do not try to explain too much.

Be clear and accurate with your message.

Do not inject opinion.

Do not take shortcuts at the expense of clarity.

2

Commented [NS3]: Suggest removing all caps

Commented [NS4]: Should these be included in keyes to effective writing instead of having this small Special Notes Section?

Commented [NS5]: Suggest using bullet points here for each item to improve readability.

RCCD Style Guide:

Note: After a punctuation mark, it is one space, not two. Also, refrain from using multi-punctuation marks — !!!

A

Abbreviations and acronyms: Do not use abbreviations or acronyms that the reader would not quickly recognize. Spell out the first time (followed with abbreviation): Associated Students of Riverside City College (ASRCC). Thereafter writer is free to use ASRCC.

Above: Use for spatial relationships. Avoid using when referring to dollar amounts, people and measurements.

Academic degrees: If a mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.
Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science or associate degree
Use such abbreviations as BA, MA, Ed.D. and Ph.D. only when the need to identify individuals by degree on first reference would make the preferred form cumbersome.
Use these abbreviations only after a full name; never after just a last name. When used after a name, commas set off an academic abbreviation: *John Snow, Ph.D., spoke.* Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

Academic departments: Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: *University of Connecticut Department of Economics*.

Academic subjects: Languages should be capitalized: English, Russian; however, other subjects are lower case: math, political science, biology. **Note: the exception is when identifying degree, see Degree.**

Academic titles: Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.

3

Addresses: Use the abbreviations Ave., Blvd. and St. only with a numbered address: *1600 Pennsylvania Ave*. Spell them out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. Lowercase and spell out when used alone or with more than one street name: *Massachusetts and Pennsylvania avenues*. Similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Administration: Lowercase: the administration, the president's administration, the governor's administration, the Obama administration.

Ages: Always use figures. *The girl is 15 years old; the law is 8 years old; the 101-year-old house.* When the context does not require years or years old, the figure is presumed to be years. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. *A 5-year-old boy, the boy is 5 years old. The boy, 7, has a sister, 10. The race is for 3-year-olds. The woman is in her 30s.*

All: The word is frequently redundant: *All students* (by removing all you don't lose the meaning).

Alumnus, alumni, alumna, alumnae: Use alumnus (pl. alumni) when referring to a man who has attended a school. Use alumna (pl. alumnae) when referring to a woman. Use alumni when referring to a group of men and women.

am and pm: Lowercase, without periods (Note: RCCD policy is different than AP). Avoid the redundant: 10 am this morning. When the time overlaps am and pm, use both: 10 am to 3 pm; when within the same period, use 9 to 11 am. **DO NOT USE :00 in time stamps, simply 1 pm. See Time for further explanation.**

Ampersand (&): Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway. The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: B&B, R&B.

Anniversary, annual: Avoid first anniversary, the redundant one-year anniversary and terms such as six-month anniversary (or other time spans less than a year). Similarly, avoid first annual. An event cannot be described as annual until it has been held in at least two successive years. Writer can use inaugural to identify a first-time event.

Asterisk: If using an asterisk, it must reference something on the page or document. It should not be used alone.

B

Board of Trustees: When referring specifically to RCCD Board of Trustees, capitalize. After establishing Board of Trustees, BOT or Board is acceptable in subsequent references.

C

Capitalization: Words that are used generally, such as staff counselors, students, information sessions should be lowercase.

Cents: Spell out and lowercase the word cents, using numerals for amounts less than a dollar: *5 cents, 12 cents*. Use the $ sign and decimal system for larger amounts: *$1.01, $2.50.*

College: Capitalize college when referring to a particular college within RCCD. However, when referring to multiple colleges, use lowercase.

Composition titles (books, music, movies, etc.): RCCD style is to use italics to identify the works, refrain from using quotation marks. Apply that guideline to book titles, computer game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.

Courtesy titles: Do not use courtesy titles, other than Dr. for a medical doctor, except in direct quotations. *"Mr. Smith attended this year's banquet," said John Jones.* Otherwise, refer to both men and women by first and last name on first reference: *Susan Smith or Robert Smith*. Refer to both men and women by last name in subsequent references. On first reference use educational title to identify advanced degree, John Smith Ph.D. **DO NOT use title with degree credential — Chancellor John Smith, Ph.D.**

D

Dash: Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. But avoid overuse of dashes to set off phrases when commas would suffice. SERIES WITHIN A PHRASE: When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase: *He listed the qualities—intelligence, humor, conservatism, independence—that he liked in an executive.* ATTRIBUTION: Use a dash before an author's or composer's name at the end of a quotation: *"Who steals my purse steals trash." - Shakespeare. When using a dash use a long dash — (over a -)*

Dates: When using dates, use the following standard: *Tuesday, November 1, 2015,* (commas after the day and the date). When referring to the Roaring 20's - use an 's. Always use Arabic figures, without st, nd, rd or th. **For fliers, when promoting an upcoming event, omit year — Transfer Faire, Thursday, May 12 (no year needed since RCCD doesn't promote events a year in advance). Also, when a time is attached, please use a comma to offset the time: Thursday, May 12, 1 pm.**

Days of the week: Capitalize them. Do not abbreviate.

Dean: Capitalize when used as a formal title before a name: *Dean John Jones, Deans John Jones and Susan Smith*. Lowercase in other uses: *John Jones, dean of the College; the dean.*

Dean's list: Lowercase in all uses: *He is on the dean's list. She is a dean's list student.*

Decades: Use Arabic figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding the letter s: *the 1890s, the 1920s, the mid-1930s*. An alternative form *the '80s, the '90s* is acceptable if it is clear to which century it refers.

Degree: Use upper case when identifying degree discipline, such as bachelor degree in Math; master's degree in Engineering; a Ph.D. in Social Outcomes.

Degree titles: Use Dr. only for a person with a medical degree - *Dr. Sloan*. In education, educational credentials are used after the name. Also associate professor standard is lowercase after a person's name, with the department capitalized: *Andrew Robinson, Ph.D., associate professor, Math*.

Departments: Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: University of Connecticut Department of Economics. **Exception: when identifying earned degree, see Degree above.**

Directions and regions: In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions. Examples: COMPASS DIRECTIONS: *He drove west. The cold front is moving east.* REGIONS: *A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late in the day. Showers and thunderstorms were forecast in the Texas Panhandle. High temperatures will prevail throughout the Western states. The North was victorious. The South will rise again.* WITH NAMES OF NATIONS: Lowercase unless they are part of a proper name or are used to designate a politically divided nation: *northern France, southern California, eastern Canada, the western United States*. But: *Northern Ireland, South Korea*. WITH STATES AND CITIES: The preferred form is to lowercase directional or area descriptions when referring to a section of a state or city: *western Montana, southern Atlanta*.

Distances: Always use figures: *He walked 4 miles.*

District: Capitalize District when referring to RCCD.

Dollars: Always lowercase. Use figures and the $ sign in all except casual references or amounts without a figure: Use a comma when amounts are over $1,000. *The book cost $4. Dad, please give me a dollar. Dollars are flowing overseas*. For specified amounts, the word takes a singular verb: *He said $500,000 is what they want.* For amounts of more than $1 million, use up to two decimal places. Do not link the numerals and the word by a hyphen: *He is worth $4.35 million. He proposed a $300 billion budget*.

Dual Heritage Terms: It is no longer necessary to hyphen Asian American or Mexican American.

> **Commented [NS10]:** Suggest removing all caps. Perhaps bullets could work instead.

E

Email: One word.

Emeritus: This word often is added to formal titles to denote that individuals who have retired retain their rank or title. When used, place emeritus after the formal title, in keeping with the general practice of academic institutions: *Professor Emeritus Samuel Eliot Morison, Dean Emeritus Courtney C. Brown, Publisher Emeritus Barnard L. Colby. Or: Samuel Eliot Morison, professor emeritus of history.*

F

Fiscal year: The 12-month period that a corporation or governmental body uses for bookkeeping purposes.

Formal titles: Capitalize formal titles when they are used immediately before one or more names: *Pope Francis, President Barack Obama, Vice Presidents John Jones and William Smith*. At RCCD, the preferred method is to place titles after one's name: Michael Burke, chancellor, said…

A formal title generally is one that denotes a scope of authority, professional activity or academic activity: *Sen. Dianne Feinstein, Dr. Benjamin Spock, retired Gen. Colin Powell*. Other titles serve primarily as occupational descriptions: *astronaut John Glenn, movie star John Wayne, peanut farmer Jimmy Carter.* A final determination on whether a title is formal or occupational depends on the practice of the governmental or private organization that confers it.

Full time, full-time: Hyphenate when used as a compound modifier: *He's a full-time student. The program is only open to full-time students. He goes to college full time.*

Fundraising, fundraiser: One word in all cases.

G

Grades: When indicating letter grades in print, use "quote" marks to set off the grade for easier reading: "A"

Grade Point Average: Should be referenced as GPA in all instances; no need to spell out first

time.

H

Hyphen: Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. The principle of using a hyphen to avoid confusion explains why no hyphen is required with very and -ly words. Also please watch for sentences end, where hyphened words might break over —self-contained…in these instances, please move the complete word to the next line.

I

ID: Acceptable abbreviation for identification, including ID card. Spell without periods: Moreno Valley College student ID card.

Internet: Lowercase in all situations, except leading off a sentence.

J

K

L

Legislative titles: FIRST-REFERENCE FORM: Use Rep., Reps., Sen. and Sens. as formal titles before one or more names. Spell out and lowercase representative and senator in other uses.

Spell out other legislative titles in all uses. Capitalize formal titles such as councilman, council-woman (do not use councilperson), delegate, etc., when they are used before a name. Lowercase in other uses. Add US or state before a title only if necessary to avoid confusion: *US Rep. Don Young of Alaska now has a Republican primary opponent, state Rep. Gabrielle LeDoux of Kodiak.* The use of a title such as Rep. or Sen. in first reference is normal in most stories. It is not manda-tory, however, provided an individual's title is given later in the story. Deletion of the title on first reference is frequently appropriate, for example, when an individual has become well known: *Barack Obama declared Americans were ready to cast aside cynicism.* SECOND REFERENCE: Do not use legislative titles before a name on second reference unless they are part of a direct quo-tation.

LGBT: Acceptable on first reference for lesbian, gay, bisexual and transgender, however, should be spelled out in body of the story.

Lists: When reporting a list, do not use *and, but commas*; for instance: *credits, textbooks, classes and graduation*. Commas replace the use of *and* in media, therefore having a comma followed by *and* is redundant.

M

Master degree: Lowercase master of arts, master of science, master of Business Administra-tion. Do not use periods when abbreviating MA, MS, MBA. A master's degree or a master's is acceptable in any reference.

Military Designations: Capitalize when referring to US forces: *the US Army, the Army, Army regulations*.

Months: Capitalize the names of months in all uses. When a month is used with a specific date, you can abbreviate using the following abbreviations: *Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov. and Dec*. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. EXAMPLES: *January 1972 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 1987, was the target date. She tes-tified that it was Friday, Dec. 3, when the accident occurred.*

Commented [NS14]: Is LGBT what is preferred or do we want to consider the evolution of the acronoym -- LGBTQIA+

N

O

P

Page numbers: Use figures and capitalize page when used with a figure. When a letter is appended to the figure, capitalize it but do not use a hyphen: *Page 1, Page 10, Page 20A.*

Percent: Spell out, unless part of a graph at which time, due to space limitations, it is okay to use %.

Phone number style: RCCD style is (951) 222-8000 (do not use dots or any other symbol). When an extension is needed to signify a phone number, use (951) 222-8000, ext. 8004.

Physician assistant: No apostrophe in this medical profession title.

Pound sign: RCCD style does not use the #, but rather No. 4 in the rankings.

Professor: Never abbreviate. Lowercase before a name, but capitalize Professor Emeritus as a conferred title before a name: *Professor Emeritus Susan Johnson*. Do not continue in second reference unless part of a quotation.

Q

Quotation marks: Other than to quote someone, quotation marks should only be used to identify irony or unfamiliar terms: IRONY: Put quotation marks around a word or words used in an ironical sense: T*he "debate" turned into a free-for-all.* UNFAMILIAR TERMS: A word or words being introduced to readers may be placed in quotation marks on first reference: *Broadcast frequencies are measured in "kilohertz."*

Commented [NS15]: Can we elaborate here? For example:

When introducing a faculty member, use the full academic title, including assistant professor, associate faculty, associate professor, professor, visiting, etc., as needed, along with the person's name. Long titles are more easily read after the name, lowercase and surrounded by commas. Examples: Associate Professor of Psychology John Smith OR John Smith, associate professor of psychology, OR psychology professor John Smith. (The latter example is lowercase because it is simply an adjective, not a formal title; it is also confusing because it does not indicate academic rank, only that he teaches psychology.)

I copied this from the Dickson Style Guide. While we have an opportunity to improve ours, it might be helpful to see if other style guides contain subjects we want to include in ours. :)
https://www.dickinson.edu/download/downloads/id/5035/dickinson_style_guide.pdf

R

Room numbers: Use figures and capitalize room when used with a figure: *Room 2, Room 211*.

S

Seasons: Lowercase spring, summer, fall, winter.

Seasons for Academic Purposes: When part of a formal name or headline on brochures, schedule of classes, course catalogs or similar material: *Fall of 2014, Spring 2014 or 2014 Spring semester*. When used in the body of text, lowercase.

T

That: (conjunction) Use the conjunction that to introduce a dependent clause if the sentence sounds or looks awkward without it. There are no hard-and-fast rules, but in general when in doubt, include that. Omission can hurt. Inclusion never does.

Theater: Use this spelling unless the proper name is specific, such as *Shubert Theatre.*

Time: Use am and pm, no periods with a space between the number: 5 pm when a time spans from am to pm or vice versa, use both: *8 am to 5 pm*. But when a time covers only one-time period, use am or pm just once: *8 - 11 am*. Use figures except for noon and midnight; never use 12 am (use midnight) or 12 pm (noon). Use a colon to separate hours from minutes: *3:30 pm.* Avoid such redundancies as *10 am this morning, 10 pm tonight.* DO NOT LIST TIMES AS 1:00 pm, except in formal invitations.

Titles: In general, confine capitalization to formal titles used directly before an individual's name. The basic guidelines: LOWERCASE: Lowercase and spell out titles when they are not used with an individual's name: The chancellor issued a statement, and spell out titles in constructions that set them off from a name by commas: *The chancellor, Michael Burke, said it had to be this way. Michael Burke, RCCD chancellor, said this is the best way. Chancellor Burke said this is the best way. Pope Francis, the current pope, was born in Argentina.*

Commented [NS16]: Should we update this so the document doesn't look dated, or just add a fictitious name here?

U

UC and CSU: When indicating multiple universities will be in attendance, use s: UCs and CSUs, don't use a 's.

US: No periods.

V

Veterans/Veterans Day/Veterans Services: capitalize and no apostrophe when referring to Veterans Day, Veterans Services; veterans is never possessive.

W

WebAdvisor: No space between words, capitalize the A.

Which/that: Use that and which in referring to inanimate objects. People cannot be a "that." Use that for essential clauses, important to the meaning of a sentence, and without commas. Use which for nonessential clauses, where the pronoun is less necessary, and use commas: If you can drop the clause and not lose the meaning of the sentence, use which; otherwise, use that. A which clause is surrounded by commas; no commas are used with that clauses.

Who/whom: Who is the pronoun used for references to human beings and to animals with a name. It is grammatically the subject (never the object) of a sentence, clause or phrase; whom is used when someone is the object of a verb or preposition.

X

Y

Year Usage: When indicating a length in years, use 2005-12 (do not use 2005-2012).

When referring to years in a decade there should be no apostrophe— the 1980s.

The only time you would use 80's is if the 80 (singular) is a thing that can have possessions, and you're referring to one of them.

Z

RIVERSIDE COMMUNITY COLLEGE DISTRICT
SOCIAL MEDIA GUIDELINES

Riverside Community College District recognizes the importance of participating in social media and online communities.

If your group needs to create a social media profile to achieve its goals, please follow the guidelines below. If you have questions about establishing a profile, please contact the Office of External Relations and Strategic Communications.

Content on social media profiles managed by College or District departments/offices/programs (hereafter referred to as official social media profiles) must be appropriate, ethical, and professional.

Official and Affiliated Social Media Profiles

New Social Media Profile Creation
Divisions, departments or programs creating or maintaining social media profiles must notify the Office of External Relations & Strategic Communications or college's public affairs officer. The office will maintain an inventory of all District and College related social media profiles.

Departments, student groups and alumni groups who create a social media account or presence on the web should use the District or College name or acronym (MVC/NC/RCC/RCCD) in the title. This helps users not only find your profile, but also to clearly identify what community you belong to. Always be honest and clear about your identity.

Program or departmental profiles should be authorized by the respective Vice President, President, or designee. Profiles sponsored by student organizations or in connection with specific activities must be authorized by the _____.

Before setting up an official social media profile the account must be registered with your College web content manager/administrator and college public information officer.

Oversight and Responsibility:
It is the responsibility of the respective college/district/area administrator, department chair or other designated stakeholders to monitor activity and postings on official or affiliated social media profiles under their jurisdiction.

Profile Administration
It is recommended that two (2) profile administrators be established for each social media profile. At no time should a student be used as a profile administrator.

Social media profile addresses as well as the username and password for the accounts should be provided to the area administrator and shared with the public affairs officer. If there is an option to add a second administrator, please add an account for the person the college has identified as a back-up (typically the public affairs officer). This is to ensure access to the account in case of an emergency or if the account owner is no longer available to maintain it.

Adherence to Brand Standards
RCCD and colleges work diligently to promote, maintain and protect their branding standards. These standards apply to social media sites. Logos, colors, styles and images used should all be in compliance with District/College brand standards.

Post Guidelines:
Profiles should be open and accessible to the public. Facebook sites should be pages not personal accounts or private groups.

Remember that you are posting as a representative of RCCD. Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of the College community or other schools that could be construed as slanderous or offensive.

You are ultimately responsible for what you write. Remember that what you post on the Internet can be shared with just about anyone and will be archived for years. Carefully consider content before you post! When posting pictures or videos, keep the same professional tone in mind as when you write.

Adequate time should be allocated each week for posting and to properly maintain the profile. Post interesting information regularly. RCCD may share your posts on the main District profiles when appropriate.

Disclaimer
Official social media sites are required to post the following disclaimer: Public comments on this site do not reflect the opinion or position of the Riverside Community College District, its Board of Trustees, students, faculty or staff. If you have any questions concerning the operation of this social media site, you are encouraged to contact the College webmaster at:

Norco College – webmaster@norcocollege.edu
Moreno Valley College – webmaster@mvc.edu
Riverside City College – webmaster@rcc.edu

Removal of User-Posted Content
It is permissible for the social media site administrator to take down user-posted content in the following instances: disclosure of confidential information, RCCD Board policy violations, unauthorized use of District or a college logo, unauthorized use of copyright works, issues of defamation and product endorsement.

Official social media sites should clearly state acceptable standards of posting behavior and collegiality, along with a notation that the site administrators reserve the right to delete posts that do not meet the standards of behavior outlined.

It is recommended that official social media sites be checked daily for:
• Libelous, slanderous, inflammatory or defamatory comments
• Vulgar, racist or sexist slurs
• Obscenities
• Comments pertaining to violence
• Incorrect information
• Information that violates student privacy under the Family Education Rights and Privacy Act (FERPA).
• Advertisements for alcohol, tobacco or pornography are prohibited

Use of Copyrighted Content
Don't use copyrighted material without the copyright holder's permission, unless the material is licensed under Creative Commons or classified as being in the public domain (Board Policy 3750, http://www.rccd.edu/administration/board/New%20Board%20Policies/3750BPAP.pdf).

Non-RCCD/College and Personal Social Media Profiles

When discussing matters related to RCCD on a non-institutional or personal social media profile, the college encourages utilizing the following disclaimer:

The views expressed on this _____ (blog, twitter account, etc.) are mine alone and are not endorsed by Riverside Community College District nor do they constitute any official communication from Riverside Community College District.

The use of the RCCD or colleges logos or name to promote products, causes, or political candidates on personal sites is prohibited. To obtain permission to use the logo on a personal social media site, written approval must be obtained from the president/superintendent or his/her designee. Once permission is granted, any item that uses the college logo(s) or brand elements must be reviewed and approved by ____

The Riverside Community College District, Moreno Valley College, Norco College and Riverside City College does not endorse any non-official social media profiles.

Riverside Community College District
External Relations & Strategic Communications
3801 Market Street, Riverside, CA 92501
951-222-8256
socialmedia@rccd.edu

RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT

MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

Publicity Request

Requestor:

Name: _____   College: _____

Title: _____   Dept or Office: _____

Email: _____   Phone: _____

Topic/Title: _____   **Date Needed:** _____

Description: *(target audience, primary objective, important details, timeline, etc.)*

No Cost Promotions:

☐ Social Media   ☐ Website Feature / News Post

☐ Email / Newsletter   ☐ Press Release[1]

☐ Digital Displays   ☐ Other: _____

Printed Materials [2]: *(type, size, quantity, details)*

Paid Advertising [2]: *(format, location, budget, etc.)*

A minimum of 72 hours advance notice required for all requested projects.

[1] *Publication of Press Releases is not guaranteed.*

[2] *All costs associated with printed materials or paid advertising are the responsibility of the requesting department*

Marketing Services

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MARKETING SERVICES HOME

Harper Home / About Us / Campus Directory / Marketing Services / Marketing Project Request

Marketing Project Request

Do you need a print piece, social media, digital advertising, direct marketing or other marketing communication?

1. Secure your **Dean/Director's approval for the a) project scope, b) budget and c) account via email.**

2. **Submit the form** below.

We focus on institutional priorities first so all requests will be addressed in priority order.

We will contact you with an estimated date that your request will be addressed or recommend options that will help you achieve your goal. Accepted projects will be assigned a JOB#. Please refer to this JOB# in communications.

At minimum, please submit requests 8 -10 weeks prior to due date.

Quick Help...

- Edit your web page by submitting a **web edit form.**

- Post events to the Harper Events calendar by **creating a new login in the Calendar**

Publishing Services with the JOB# and they can edit/print direct for you.

Marketing Project Request

Contact Information

Name *

First Name

Last Name

Email *

Phone Extension *

Department Information

Please Attach Dean or Director Approval Document for this Project. *

Choose File   Remove File   No File Chosen

File uploads may not work on some mobile devices.

Department *

I Agree

If you don't have the number, please provide a description (i.e. Liberal Arts Printing).

Account # Cost Center Manager Name *

Project Information

Project Name *

Please select the job type that best describes this project. Please submit a separate Marketing Project Request Form for each needed job type. *

○ **Strategic plan consultation**

○ **Copywriting/Editing**

○ **Online calendar posting**

○ **E-newsletter/E-mail blast**

○ **Social Media: Facebook/Twitter/YouTube**

○ **Direct Mail**

○ **Postcard**

○ **Poster**

○ **Special event consultation**

○ **Web development**

○ **Advertising (print or online)**

○ **Invitation**

○ **Brochure**

○ **Flyer**

○ **PR**

○ **Other (Print)**

○ **Other (Digital)**

This is a *

○ **New Job.**

○ **Previous Job.**

Is this a component of a larger campaign?

○ **Yes**

○ **No**

Project Deadline *

☐ ☐ ☐

Select your top priority:

○ **Time: Meet deadline**

○ **Cost: Must stay within budget**

○ **Quality: Must provide highest quality even if it costs more and takes longer**

Primary Target Audience. Check All That Apply

☐ **Prospects 19 to 24**

☐ **Prospects 25+**

☐ **Multicultural**

☐ **Current Students**

☐ **Influencers**

☐ **Corporate**

☐ **Community**

☐ **Donors**

☐ **Faculty/Staff**

☐ **Other**

Measurable marketing goal. How will you determine if effort was successful?

Deliver completed project to - Name and Location *

Comments

I Agree

Please select the name of your Marketing contact. *

○ **Anna Ghiotti**

○ **Donna Harwood**

○ **Kevin Prchal**

○ **Jessica Mandra**

○ **Heidi Healy**

○ **Becki Suthers**

○ **Cindy Roth-Wurster**

○ **Kiel Cross**

○ **Not sure**

Submit Form

Marketing Services

Building S

847.925.6511

Marketing Project Request

Hours

Monday through Friday:

8 a.m. to 4:30 p.m.

Coming to Campus

Harper is expanding on-campus classes, services and events this Fall. **Read More**

Harper uses cookies to enhance your browsing experience. Find out more on how we use cookies and how you can change your settings.

I Agree

PC Request a Marketing Project

First and last name *

Your phone number *

Email *

Department name *

Department Chair/Program Director/Supervisor *

What is your request?

☐ Design/Print (Poster, Flyer, Brochure, Postcard)

☐ Digital (Web Banner, Landing Page, Email)

☐ Social Media

☐ Post News or Events to PC Website

☐ Direct Mail

☐ Digital Signage

☐ Web Update

☐ Marquee (15the Ave & 7th Ave)

☐ Other

Media /PR (Please attach background overview and relevant photos below)

☐ News Story

☐
   Maricopan Submission

☐ MCCTV Submission (Marketing Discretion)

☐ Press/Media Release

☐ Social Media

Desired delivery date (pending project approval) Minimum two weeks for new design projects *

📅 10/18/2021

If this request is for an event what is the event date and time or series of events dates/times?

If you selected "Web Content Update," please provide the URL

If you selected other please provide a brief description.

Who is your intended audience? *

☐ Prospective students

☐ Current students

☐ Employees

☐ External community

Project title- Please limit title to 15 characters *

Project Description and Deliverable- example: flyer, brochure, social media promotion, etc. *

Do you have an allocated budget for this project? *

[⌄]

Please attach any files relevant to the marketing request

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              Choose files or drag & drop them here

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How are you going to measure the success of your project? example: attendance, enrollment numbers, web page views, social outreach, phone tracking numbers. *

[   ]

Final Approval / Supervisor's Name *

[   ]

Acknowledgements *

☐ I acknowledge my project will not be started until I have provided final content.

☐ I acknowledge I have appropriate approval for this project.

☐ I understand there will be no more than 3 revisions.

☐ I agree I am responsible for printing cost.

☐ I understand each project is based on a timeline, failure to meet the timeline can delay or cancel the project.

☐ I understand urgent projects need to have justification and could incur additional cost.

☐ I acknowledge responsibility for proofreading and content accuracy prior to print and/or distribution.

Next

If you have any requests regarding your submitted information please reach
out to Maricopa Marketing . Your submitted information is subject to Wrike's
[Terms of Service](#) and [Privacy Policy](#).

Contact the SMC Marketing Department

Need recommendations or consultations about college communications and marketing?

Here is who to contact:

- **Branding/Logos**: Jonathan Ng
- **Graphic Design**: Jonathan Ng and Vivian Chu
- **Marketing and Print Production**: Ming-Yea Wei
- **Photography**: Jonathan Ng
- **Website Design and Accessibility**: Paul Trautwein   and Regina Ip
- **Social Media/Digital Marketing**: Regina Ip

Requests will be directed to the form below.

Marketing Request

Submit a marketing request below for your graphics, website, or social media needs.

- Be mindful of the timing of your request. See **Timeline and Planning**.
- Provide as much detail as possible. Staff will review your request and will be in touch.

Name*

Email*

[   ]

Phone Extension*

Department*

Project Title*

Post on Calendar?

○ Yes
○ No

Target Audience*

Medium of Communication (Check all that apply)*

☐ Print Materials (postcard - brochure - flyer - poster - program)

☐ Signage (banner - sign holder display - window sign - wall sign)

☐ Promotional Materials (t-shirts - mugs - notebooks - USB drives)

☐ Digital Graphics (campus TV - social media graphic)

☐ Other (describe below)

Description*

Provide detailed description of request, including size & quantity.

Call to Action

Examples: "Apply Today" or "Sign Up Now"

Attachment

Include link to shared OneDrive folder with any photos and graphics.

Deadline*

Budget Information
Departments pay for all production costs with outside vendors or consultants. It is the department's responsibility to submit the necessary requisition to process the purchase order. Job orders cannot be processed without budget approval.

Contact Name

Department

Funding Source