

Riverside Community College District  
**DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE**  
December 9, 2021  
Via Teleconference

**Attendees:** Chris Clarke, Ashley Etchison, Chie Ishihara, Brady Kerr, Robert Schmidt, Mark Knight, Rebeccah Goldware, Noelle Hansen, Ruth Leal, Sara Nafzgar, Peggy Lomas and Renee Vigil

**Absent Members:** Thea Quigley, Christopher Sweeten, Jason Graham

**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

Robert Schmidt motioned to approve and Brady Kerr seconded. (9 ayes and 1 abstention from Ruth Leal)

III. **Topics for Discussion:**

a. RCCD-All Guidelines – Final review and approval

- Comment 1: Should include retirees and not restrict access to others
- Comment 2: Should be broader “moderator, within the office Institutional Advancement and Economic Development, before it’s posted”
- Comment 3: Rename to “accessible link” in place of OneDrive link
- Comment 4: Leave “no spamming, bullying or harassment in accordance with Board policies including policy 2720 (verify and hyperlink)” and remove the word “flaming”

Brady Kerr motioned to approve the changes and Chris Clarke seconded to move the RCCD-All Guidelines forward for formal approval. (10 ayes)

b. RCCD Style Guide – Final review and approval

- Suggestion to add use in conjunction with the Brand Guides
- Comment 1: Please contact the office of External Relations & Strategic Communications
- “We” is who? Need to define who we if and when it’s appropriate; for formal vs. journalistic writing, social media, personal writing, etc. for this document
- Suggestion to send to an outside proofreader
- Suggest removing capitalization words throughout document
- Suggest highlighting one space after periods
- Bullet points and correct flow – Renee to review and reformat
- Remove the word “note” on page 3 as noted by Sara at bottom of page
- Reference MVC cheat sheet for Key Ideas section; Noelle shared the link: <https://mvc.edu/brand> under Editorial Identity
- Add a committee section to not capitalize; mimic the department language

- Yes, there needs to be consistent capitalizing (i.e. District, committee, etc.)
- Remove caps and bullet directions section (see suggested comment)
- I.e. is an abbreviation for the phrase id est, which means "that is." I.e. is used to restate something said previously in order to clarify its meaning. E.g. is short for exempli gratia, which means "for example." E.g. is used before an item or list of items that serve as examples for the previous statement.
- Add Homepage as one word
- Define library vs. Library
- Remove LGBT from document
- Suggest to remove letters that does not have substance
- Remove physician assistant
- Professors section reference APA style
- Rooms should have more examples of what is appropriate
- Titles should update to current or example name
- Suggestion on URL and clicking – request for Noelle to send a sample of language
- Accessibility needs to be incorporated
- Suggestion to use Acronym guide and incorporate as a discussion document

Committee member Peggy Lomas joined the meeting during discussion of this item.

- c. RCCD Social Media Guidelines – Review and comment
  - Discuss at next meeting
- d. Publicity Requests – Review and comment
  - Discuss at next meeting

#### IV. **Updates**

- a. Moreno Valley College
  - Hired new VP of Planning and Development, Dr. Figueroa who will be assisting with marketing
    - Suggestion to invite VPs for future marketing discussions
  - Enrollment management task force meeting
  - BCTC graduates will all be hired from the program; new campaign of “I got a job”
- b. Norco College
  - Close and affordable campaign
  - Marketing for winter six-week classes
  - Sharing toolkits and focusing on programs within the schools
  - Trying to focus on student distinction videos and tying to program spotlights for messaging/hearing from students
  - VRC livestream had 158 attendees

- Trying to do more planning for marketing efforts and having students enroll is courses
- NC Music is releasing their first holiday album

c. Riverside City College

- Giving week is taking place this week
- District Alumnus will be announced tomorrow
- Focusing on enrollment numbers
- Non-credit advertising money and partnering for outdoor ads/Press Enterprise ads, etc.
- New marketing committee is focusing on a survey internally and with students for brand identity
- State CCCO was conducted with enrollment study to share with group

d. District

V. **Upcoming Meeting**

a. Survey DMCC to meet in February

- Renee to send availability poll to DMCC for February and April scheduling