

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

March 8, 2022

Via Teleconference

**Attendees:** Rebeccah Goldware, Robert Schmidt, Ruth Leal, Chris Clarke, Noelle Hansen, Sara Nafzgar, Ashley Etchison, Leslie Vargas, Mark Figueroa, Thea Quigley, Peggy Lomas and Chie Ishihara

**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. **Intros**

- New members Mark Figueroa and Leslie Vargas
- Sara is moving to NC

III. **Action Items**

- December 9, 2021 Minutes – Approve
  - Peggy motioned to approve the December 9 minutes and Chris Clarke seconded (13 Ayes)
- RCCD-All List Serve v10 – Discuss and Approve
  - Discussed the opt-discuss and the Opt-Discuss should be removed entirely
    - Footer in OPT-DISCUSS:
    - TERMS OF USE: As an institution, RCCD supports freedom of speech and encourages collegiality. Opt-discuss is an unmoderated general discussion listserv for RCCD employees. It is not designed for emergency communications. Individuals are responsible for their opt-discuss posts, which need to adhere to Board policies and administrative procedures, and should understand that any postings will be held to the appropriate legal standard
    - Chris motioned and Ruth seconded (13 Ayes)
- RCCD Style Guide – Discuss and Approve
  - Should this item be brought back for discussion?
  - Send Style Guide to DMCC and ask the colleges to discuss in May
    - Create college guidelines from the RCCD Style Guide
    - Rename to Writing Style Guide suggested by Chris
    - Leslie shared the [UCR Style Guide](#) for reference
    - Is the Acronym Guide going to be added to the end of this document?

IV. **Topics for Discussion:**

- Brand Guide
  - Common Standards (i.e: business cards, stationary, flyers)

- There is no MVC business cards, stationary and letterhead templates; suggestion for District to have a template based on the MVC Brand Guide
- Create an option for pronouns and allow custom pronouns vs a pull-down list specific
  - Leslie shared the email signatures  
<https://brand.ucr.edu/email-resources>
- College Guides/Updates
  - Julio originated and went through MVC's planning committee
- Acronym Guide
  - Please share acronym lists
- Social Media Guidelines0

## V. Updates

- Moreno Valley College
  - Billboards, booklet on degree programs, Amazon added MVC to the career choice platform, content is being moved to the website with an end of year completion date
- Norco College
  - Enrollment focused campaigns, video and static ads promotions, Veterans focus, Apprenticeship specific marketing plan/monthly meetings, first student to enroll at La Sierra College
- Riverside City College
  - Engagement Centers engagement, FBI programs, working with housing insecure students, working with CTE, RCC Brand Guide is still pending for a draft of the guide
- District
  - Review of Summer /Fall Marketing Plans
  - Committee Communication Flow
    - i. DMCC will report out on things to the District Advancement Strategic Committee
    - ii. How are ideas populated at the colleges (goes to the presidents) but what happens after?
  - Who has college standard guides?

## VI. Upcoming Meeting

- a. **May 10, 2022 at 2pm**