

Riverside Community College District  
**DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE**  
May 10, 2022  
Via Teleconference

**Attendees:** Mark Figueroa, Noelle Hansen, Robert Schmidt, Sara Nafzgar, Felipe Galicia, Ruth Leal, Casandra Green, Peggy Lomas, Chris Clarke, Rebeccah Goldware, Mark Knight and Renee Vigil

**Charge:** In support of the Riverside Community College District (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**

March 8, 2022 - Approve

- Tabled for next meeting

**III. Topics for Discussion**

- Brand Guide
  - Common Standards (i.e: business cards, stationary, flyers)
    - Noelle suggested about pronouns in the Writing Style Guide; it was discussed to specifically use "they" when referring to students in general, and not he/she
  - College Guides/Updates
    - It was questioned about the RCCD guide that there can be notations about college-level "house" rules like Norco College (NC) that has several unique use-cases.
- Acronym Guide
  - DMCC discussed that links be made available to the guide and not make the guide lengthy
  - MVC shared that there will be an acronym page on the branding section of the new MVC website
- Riverside City College (RCC) Brand Guide
  - The RCC [Brand Guide](#) is available now
- Social Media Guidelines
- DSPC First Read Debrief
  - RCCD-All Listserve Guideline
    - Ruth shared that these guidelines do not in any way supersede the rights of the bargaining units or the collective bargaining agreements with RCCD. This document is meant for employees in their job

capacity as a resource to help enhance communications on the RCCD-All listserv.

- Questions received on the use of the word “disparage.” Is it defined somewhere as to what constitutes “disparaging” someone or is this to align with the dictionary definition.
- Revisions will be added and possibly sent back to the bargaining units for review before being taken back to DSPC in the fall.
  - Suggested to obtain language from Mark Sellick for District Academic Senate and submit through the MVC senate.
- RCCD Writing Style Guide
  - Committee discussed the need to acknowledge academic freedom and the current guide sounds “strict”
  - A suggestion was made for resource to set standards but there was concern about reprimanding staff
  - A question was submitted about who will monitor and where will the Style Guide reside?
    - It was discussed that the Institutional Advancement and Economic Development (IA&ED) division will house the guide and a Board policy might be created
  - CSEA is concerned about the impact of the guide expectations as a guideline and resource to assist employees
  - It was asked about AP style preference for marketing and social media or is this style only used for news, articles and publications
- Click Up
  - Did not discuss with the DMCC
- Representation
  - Reach out to new Student Trustee Rochelle for student representatives

#### IV. **Updates**

- Moreno Valley College
- Norco College
- Riverside City College
- District

#### V. **Upcoming Meeting**

Renee will solicit the group in August for availability to schedule two fall meetings.