Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
October 20, 2022
https://rccd-edu.zoom.us/j/86134162580?pwd=d2NnMFRjNXNscnAyaSs5K1UwRm1xUT09

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**
- March 8, 2022
- May 10, 2022

III. **Topics for Discussion:**
- Listserv Guideline
  - RCCD-All update – approval requested
- College drafts – list serv
- RCCD Writing Style Guide
  - Acronym Guide

IV. **Updates**
- Moreno Valley College
- Norco College
- Riverside City College
- District
  - Request Forms
    - Graphic Design
    - Photography
    - Publicity
  - ClickUp Project Management update
  - Winter/Spring update

V. **Toolkit**
- Future items
  - Logo creation
  - Social Media guide
- Completed items
  - District Brand Guide
  - MVC Brand Guide
  - NC Brand Guide
  - RCC Brand Guide

VI. **Upcoming Meeting**
- *December 1, 2022 at 2pm*

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
     o Peggy motioned to approve the December 9 minutes and Chris Clarke seconded (13 Ayes)
   - RCCD-All List Serve v10 – Discuss and Approve
     o 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
     o Should this item be brought back for discussion?
     o 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
     o 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*

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
      o 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
      o 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
      o DMCC discussed that links be made available to the guide and not make the guide lengthy
      o MVC shared that there will be an acronym page on the branding section of the new MVC website

   • Riverside City College (RCC) Brand Guide
      o The RCC Brand Guide is available now
   • Social Media Guidelines

   • DSPC First Read Debrief
      o 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

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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.

RCCD-ALL Listserv Guideline

Communications from RCCD-ALL@lists.rcc.edu* are sent to active employees, retirees, and student government leaders of the Riverside Community College District. The messages are intended to communicate with all personnel or address all 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. 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*, within the office of Institutional Advancement and Economic Development 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 constituencies.
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 an accessible link.
5) Messages that are directed to specific colleges, departments, offices, groups, or individuals should not be sent via RCCD-ALL, another more appropriate listserv or other distribution method should be used instead.

If a message does not meet these guidelines and Board Policies 2720 and 6370 and is not released, 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 released.

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.

*Does not supersede negotiated use per CSEA Collective Bargaining Agreement VI.A. "The Association has the right to use District and College listservs for communication with chapter members. The Association has the right to post its official communication on RCCD-All."

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

Updated October 17, 2022

RCCD Acronym Guide

A

- AA - Associate in Arts
- AAR - Annual Assessment Report
- AA-T - Associate in Arts for Transfer
- AB - Assembly Bill
- AC - Academic Council
- ACCCA - Association Of California Community College Administrators
- ACCJC - Accrediting Commission for Community & Junior Colleges
- ACCT - Association of Community College Trustees
- ACE - American Council of Education
- ACES - Academic Counseling and Educational Support program
- ACS - Average Class Size
- ADA - Americans with Disabilities Act
- ADN - Associate Degree in Nursing
- ADT - Associate Degree for Transfer
- AHWL - Arts, Humanities and World Languages
- ALE - Association of Latino Employees
- ALO - Accreditation Liaison Officer
- AOE - Area of Emphasis (Degree)
- AP - Administrative Procedures
- APC - Academic Planning Council
- APE - Adaptive Physical Education
- API - Academic Performance Index
- APIC - Association of Psychology Internship Council
- APRU - Annual Program Review Update
- A&R - Admissions and Records
- ARCC - Accountability Reporting for Community Colleges
- AS - Academic Senate
- AS - Associate in Science
- AS - Associated Students
- ASA - Academic Support Assistants (Tutor)
- ASCCC - Academic Senate for the California Community
- ASF - Assignable Square Feet
- ASMVC – Associated Students of Moreno Valley College
- ASNC – Associated Students of Norco College
- ASRCC – Associated Students of Riverside City College
- ASRCCD - Associated Students of Riverside Community College District
- AS-T - Associate in Science for Transfer
- ATB - Ability to Benefit
- ATEC – Applied Technology Building
- AUO - Administrative Unit Outcomes
- AY - Academic Year

B

- BAM - Budget Allocation Model
- BCTC - Ben Clark Training Center
- BEIT - Business, Engineering and Information Technology
- BIRT - Behavioral Intervention and Resource Team
- BIT - Business & Information Technology Department
- BOG - Board of Governors

- BOGFW - Board of Governors Fee Waiver
- BOT - Board of Trustees
- BP - Board Policy
- BRAC - Budget and Resource Allocation Committee
- BSI - Basic Skills Initiative

C

- C&I - Curriculum and Instruction Committee

- CAAHEP - Commission on Accreditation of Allied Health Education Programs
- CACT – Center for Applied Competitive Technologies
- CAFYES - Cooperating Agencies Foster Youth Education Support
- CAI – Common Assessment Initiative
- CAIR - California Association for Institutional Research
- Cal SACC - California Student Association of Community Colleges
- Cal SOAP - California Student Aid Student Opportunity and Access Program
- Cal WORKs - California Work Opportunity and Responsibility to Kids
- Cal-PASS - California Partnership for Achieving Student Success
- CalWORKs - California Work Opportunity & Responsibility to Kids
- CAP - Course Accommodation Plan
- CAP - College Advantage Program
- CAPIC - California Psychology Internship Council
- CAPM - Council on Academic and Professional Matters
- CARE - Cooperative Agencies Resources for Education
- CATC - Community Adult Training Center
- CBC - Community Business Center
- CBO - Chief Business Officer
- CBOC - Citizens' Bond Oversight Committee
- CC - College Council

- CCC - California Community Colleges
- CCCAA - California Community College Athletic Association
- CCCCO - California Community College Chancellor's Office
- CCCSAA - California Community College Student Affairs Association
- CCCSE - Center for Community College Student Engagement
- CCCSFAA - California Community Colleges Student Financial Aid Administrators
- CCCSFAAA - California Community Colleges Student Financial Aid Administrators Association
- CCCT - California Community College Trustees
- CCLC - Community College League of California
- CCO - Course Content Outline
- CCSSE – Community Colleges Survey of Student Engagement
- CDC – Child Development Center
- CEC – Community Education Center
- CELSA – Combined English Language Skills Assessment
- CEO – Chief Executive Officer
- CEOCCC – Chief Executive Officers of the California Community Colleges
- CERT – Community Emergency Response Team
- CFO – Chief Financial Officer
- CI - Completion Initiative
- C-ID – Course Identification Numbering System
- CIP - Curriculum Inventory of Programs
- CJPC – Career and Job Placement Center
- CLAVE - Chicanos/Latinos Advancing in the Values of Education
- CLEP - College Level Examination Program
- CLOs - Course-Level Outcomes
- CML - Communications, Media and Languages
- CMP - Comprehensive Master Plan
- CNUSD – Corona Norco Unified School District
- COMM - Communications Department
- COA - Cost of Attendance
- COC – Circle of Change Leadership Conference
- COLA - Cost-of-Living Adjustment
- COR - Course Outline of Record
- C-PART - Crisis Prevention & Response Team
- CPEC - California Postsecondary Education Commission
- CPR - Cardiopulmonary Resuscitation
- CPR - Comprehensive Program Review
- CPROS- Classified Professionals (staff)
- CPTESL - Computerized Proficiency Test for ESL
- CRC – College Resource Center
- CRLA - College
- CRT - Campus Emergency Response Team
- CSAC - California Student Aid Commission
- CSEA - California Schools Employee Association
- CSSO - Chief Student Services Office

- CSU - California State University
- CTA – California Teachers Association
- CTE - Career and Technical Education Division
- CTEA - Career Tech Educational Act
- CTA – California Teachers Association
- CWE - Cooperative Work Experience
- CWI - Center for Workforce Innovation

D

- DBAC - District Budget Advisory Council

- DCC - District Curriculum Committee
- DE - Distance Education

- DE - Dual Enrollment
- DEI - Diversity, Equity and Inclusion Committee
- DEMC - District Enrollment Management Committee
- DHH - Deaf/Hard of Hearing Services
- DMC - Digital Media Center
- DOB - Date of Birth
- DOI - Dean of Instruction
- DRC – Disability Resource Center
- DSCH - Daily Student Contact Hours
- DSS - Disability Support Services
- DSP - District Strategic Plan
- DSPC - Dist. Strategic Planning Council
- DTC - District Technology Committee

E

- EAP - Employee Assistance Program
- EC - Education Code
- ECE - Early Childhood Education

- ECEC - Early Childhood Education Center
- ED - (U.S.) Department of Education
- EDD - Employment Development Department
- EEO - Equal Employment Opportunity

- EERA - Educational Employment Relations Act
- EFC - Expected Family Contribution
- EIR - Environmental Impact Report
- EMP - Educational Master Plan
- EMS - Emergency Medical Services
- EMT - Emergency Medical Technician
- EOC - Emergency Operations Center
- EOP - Emergency Operations Preparedness
- EOPS - Extended Opportunity Programs and Services
- ESL - English as a Second Language
- ED - Economic Development

F

- FAFSA - Free Application for Federal Student Aid

- FAQs - Frequently Asked Questions
- FERPA - Family Educational Rights and Privacy Act
- FIG - Faculty Inquiry Group
- FKCE - Foster and Kinship Care Education
- FLEX - Flexible Calendar Program
- FMP - Facilities Master Plan
- FMTF - Function Map Task Force
- FON - Faculty Obligation Number
- FS - Faculty Senate
- FSA - Federal Student Aid
- FT - Full Time
- FTE - Full-Time Equivalent
- FTEF - Full Time Equivalent Faculty
- FTES - Full Time Equivalent Students
- FTS - Full-time Student
- FWS - Federal Work Study
- FY - Fiscal Year
- FYCP - Five Year Construction Plan
- FYE - First Year Experience
- FYP - First Year Pathways
- FYSI - Foster Youth Success Initiative
- FYSS - Foster Youth Support Services (Guardian Scholars)

G

- GAAP - Generally Accepted Accounting Principles

- GASB - Governmental Accounting Standards Board
- GC - Government Code
- GE - General Education
- GED - General Education Development
- GELO - General Education Learning Outcome
- GP - Guided Pathways
- GPA - Grade Point Average
- GIS - Geographic Information Systems
- Gender Sexuality Awareness Club

H

- HACU - Hispanic Association of Colleges and Universities
- HASS - Humanities, Arts and Social Sciences Department

- HEOC - Health Occupations
- HHPS - Health, Human and Public Services Department
- HIPAA - Health Insurance Portability and Accountability Act
- HR - Human Resources
- HRER - Human Resources and Employee Relations
- HM - Humanities Building
- HS - Health Sciences Division
- HSCE - High School Concurrent Enrollment
- HSE - High School Equivalency
- HSEE - High School Exit Exam
- HSI - Hispanic Serving Institution
- HSI-STEM - Hispanic Serving Institution—Science, Technology, Engineering and Math
- HUM - Humanities

I

- ICC - Inter Club Council

- ICP - Incident Command Post
- IDEC - Indirect/Direct Evaporative Cooling
- IDS - Instructional Department Specialist
- IE - Institutional Effectiveness
- IEAC – Inland Empire Athletic Conference
- IEC- Institutional Effectiveness Committee
- IG(s) - Inquiry Group(s)

- IGETC - Intersegmental General Education Transfer Curriculum
- ILO - Institution-Level Outcomes
- ILO - Institutional Learning Outcomes
- INST - Instruction
- IOI - Improvement of Instruction
- IPEDS - Integrated Post-Secondary Education Data System
- IPRO - Institutional Planning and Research Office
- IR - Institutional Research
- ISC - International Student Center
- ISIR - Institutional Student Information Report
- ISP - Integrated Strategic Plan
- ISS - Institutional-Set Standards
- Industrial Technology
- ITS - Information Technology Services

J

- JD - Job Description

K

- KIN - Kinesiology, Health, & Athletics
- KPI - Key Performance Indicators

L

- LANG - Languages and ESL Division
- LAO - Legislative Analyst's Office
- LC - Learning Center
- LEH - Lecture Equivalent Hours
- LFM - Leading from the Middle
- LGA - Local Goal Alignment
- LGBTQ+ - Lesbian, Gay, Bisexual, Transgender, Queer/Questioning
- LGI - Large Group Instruction
- LIB - Library
- LLC - Library Learning Center
- LLRCC – Library and Learning Resource Center Committee
- LMP- Logistics Management Program
- LMS - Learning Management System
- LO - Learning Outcome
- LRC - Learning Resource Center
- LVN - Licensed Vocational Nursing

M

- MA - Management Association

- MA - Mutual Agreement
- MAP - Media Arts Pathway
- MAP – Military Articulation Platform
- MCHS - Middle College High School
- MTSC – Math and Science
- META - My ePortfolio Transfer and Assessment (Program)
- MIS - Management Information System
- MLA – Management Leadership Association
- MMAP - Multiple Measures Assessment Project
- MOE - Methods of Evaluation
- MOI - Methods of Instruction
- MVC - Moreno Valley College
- MOU - Memorandum of Understanding
- MQs - Minimum Qualifications
- MSC - Math Success Center
- MVC - Moreno Valley College
- MVV - Mission, Vision, and Values

N

- NAC- Norco Assessment Committee
- NAR - (Financial) Need Analysis Report

- NASFAA - National Association of Student Financial Aid Administrators
- NC - Norco College
- NFO - New Faculty Orientation
- NOC - Network Operations Center
- NSF - National Science Foundation

O

- OAC - Orientation, Assessment, Counseling
- OC – Operation Center
- OCR - Office of Civil Rights

- OEC – Orange Empire Conference (Athletic Conference within which Norco College previously competed)

- OEI - Online Education Initiative
- OER - Open Educational Resources
- OI - Office of Instruction
- OER - Open Educational Resources
- OPEB - Other Postemployment Benefits
- OSL - Office of Student Life

P

- PA - Positive Attendance
- PAB – President's Advisory Board
- PACAH - Program and Course Approval Handbook
- PARS - Positive Attendance Reporting System
- PD - Professional Development
- PDC - Professional Development Center
- PDC - Faculty Professional Development Committee
- PE - Physical Education
- PERS - Public Employees Retirement System
- PI - Proportionality Indices
- PFE - Partnership For Excellence
- PIN - Personal Identification Number
- PLAC - President's Latino Advisory Committee
- PLO - Program-Level Outcome
- PLO - Program Learning Outcome
- PO - Purchase Order
- POST - Police Officer Standards and Training
- PR - Program Review
- PR - Purchase Requisitions
- PRC - Program Review Committee
- PSA - Personal Services Agreement
- PSC - Parkside Complex
- PT - Part Time
- PTSA - Parent, Teacher and Student Association

Q

- QFS - Quest for Success

R

- RC - Resource Council
- RCC - Riverside City College
- RCCD - Riverside Community College District
- RFP - Request For Proposals
- RJT - Racial Justice Taskforce
- ROP – Regional Occupational Programs

- ROPE - Rights of Passage in Education
- RR - Resource Request
- RRO – Robert's Rules of Order

S

- SA - Summer Advantage
- SAM - State Administrative Manual
- SAO - Service Area Outcome

- SAP - Satisfactory Academic Progress
- SAR - Student Aid Report
- SARS-GRID - Appointment Scheduling and Reporting System
- SAS - Student Academic Services
- SB - Senate Bill
- SBS – Social and Behavioral Sciences
- SC – Soccer Complex
- SCFA - Southern California Football Association
- SCFF - Student Centered Funding Formula
- SCI - Science and Technology Building
- SE – Student Equity
- SEA - Student Equity & Achievement
- SEM - Strategic Enrollment Management
- SEOG - (Federal) Supplemental Educational Opportunity Grant
- SEP - Student Educational Plan
- SERP - Supplemental Employee Retirement Incentive Plan
- SFS - Student Financial Services
- SHPS - Student Health & Psychological Services
- SHS - Student Health Services
- SI - Supplemental Instruction
- SID - Student Identification
- SLA - Service Level Agreement
- SLO - Student Learning Outcomes
- SLOAC - Student Learning Outcomes Assessment Cycle
- SLPA - Speech-Language Pathology Assistant (Program)
- SMART - "Specific, Measurable, Attainable, Realistic/Relevant, Timely/Time-Bound"
- SOU - Statement of Understanding
- SP - Strategic Plan

- SPC - Strategic Planning Council
- SPGM – Strategic Planning and Governance
- SPO - Student Performance Objectives
- SQL - Structured Query Language
- SRTK - Student Right To Know
- SS - Student Services
- SSC – Student Support Council
- SSCCC - Student Senate of California Community Colleges
- SSL - Student Success Leaders (student assistants)
- SSN - Social Security Number
- SSOs - Student Services Outcomes
- SSS - Student Support Services
- SSS/SSS RISE-TRIO- Student Support Services/Realizing Individual Success through Education
- SSSP - Student Success and Support Program
- SSV – Student Services
- ST – Science and Technology
- STACC - Stretch Accelerated Composition
- STARS - Scholars Transitioning and Realizing Success
- STEM - Science, Technology, Engineering and Mathematics
- STEM – STEM Center
- STRS - State Teachers Retirement System
- STU - Student Services Building
- SWACC - Statewide Association of Community Colleges
- SWOT - Strengths, Weaknesses, Opportunities and Threats
- SWP - Strong Workforce Program
- SYP - Second Year Pathway
- S&K - Science and Kinesiology Department

T

- TA - Teaching Assignment
- TABE - The Association of Black Employees

- TAG - Transfer Admission Guarantee
- TANF - Temporary Assistance to Needy Family
- TBA - To Be Arranged
- TBD - To Be Determined
- TCO - Total Cost of Ownership
- THTR - Theater
- TLC – Teaching and Learning Committee
- TMC - Transfer Model Curriculum
- TOEFL - Test of English as a Foreign Language
- TOP - Taxonomy of Programs

- TRANs - Tax Revenue Anticipation Notes
- TSS - Technology Support Services

U

- UB - Upward Bound

- UC - University of California
- UDL - Universal Design Learning

V

- VA - Veterans Administration

- VAMS - Visual Arts & Media Studies
- Vet2Vet - Veterans Crisis Hotline
- VFS - Vision for Success
- VOIP - Voice Over Internet Protocol
- VPAA – Vice President Academic Affairs
- VPAS - Vice President of Business/Administrative Services
- VPBS - Vice President, Business Services
- VPI - Vice President of Instruction
- VPPD – Vice President, Planning and Development
- VPSS - Vice President, Student Services
- VRC - Veterans Resource Center
- VRS - Veterans Resource Center
- VTEA - Vocational and Technical Educational Act

W

- WAIII - Workability III

- WASC - Western Association of Schools and Colleges
- WC - Writing Center
- Web CMS - Web Curriculum Management System
- WEQ – West End Quad
- WIB - Workforce Investment Board
- WOEX - Work Experience
- WSCH - Weekly Student Contact Hours

Marketing Update - Fall 2022

Chris Clarke

Executive Director, External Relations and Strategic Communications

Recap of Summer/Fall Campaigns
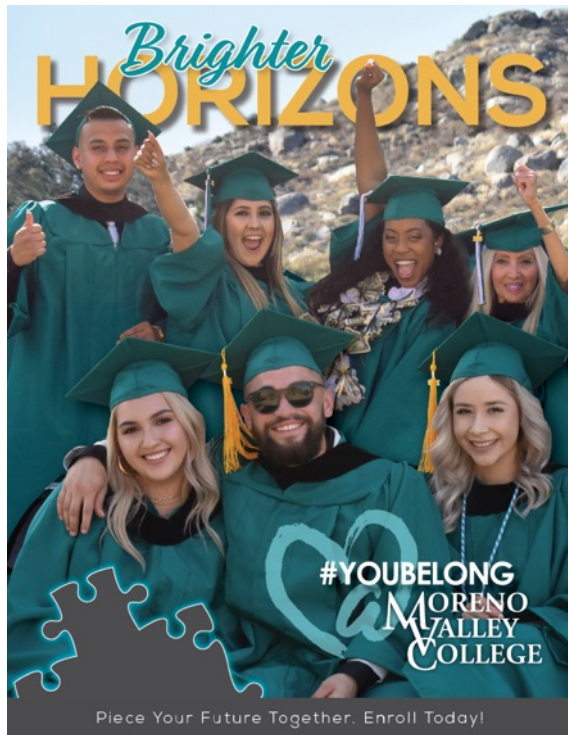
16-page MVC brochure
Mailed to 76,000

16-page NC brochure
Mailed to 96,000
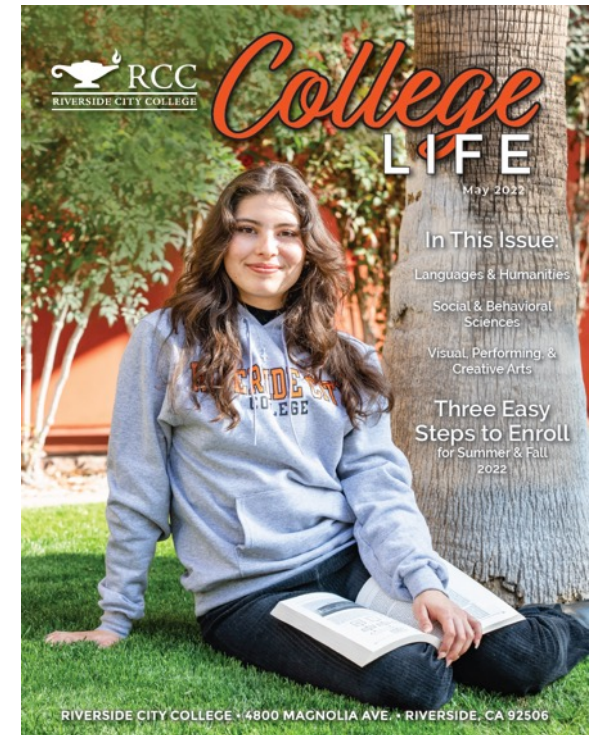
Two 16-page RCC brochures
Mailed to 132,000

Summer/Fall Campaigns Enrollment Campaigns
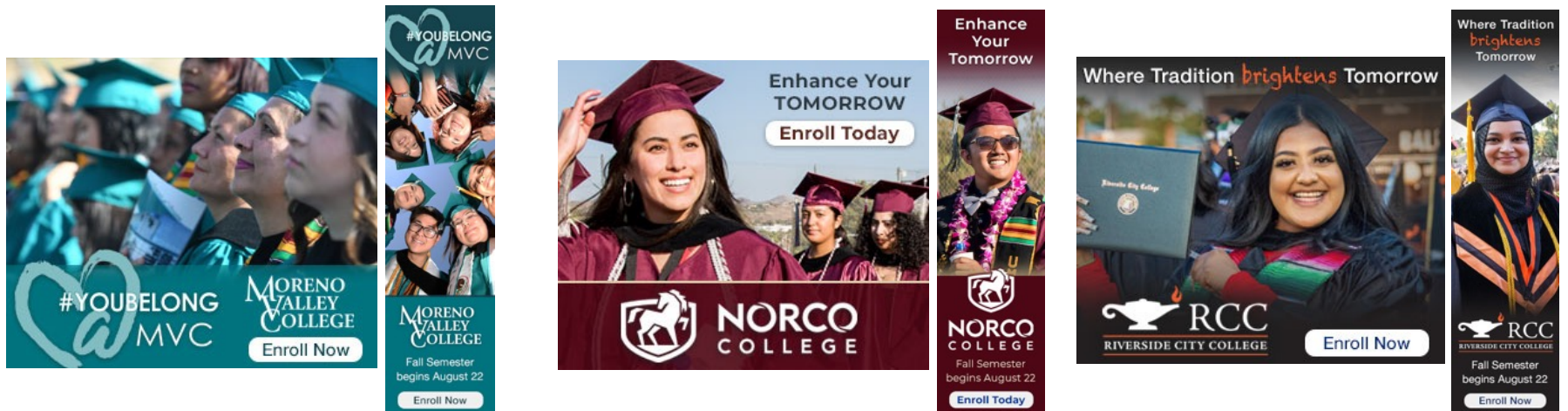
Social media & digital ads: 1,838,723 impressions - 2,647 clicks

5,000 postcards

5,000 postcards

20,000 postcards

Moreno Valley College
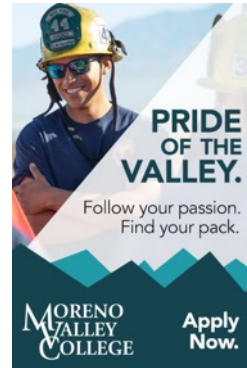
Social Media

Billboards

Mall Advertising

Norco College

Video

Social Media

Riverside City College

Billboards

Movie Theater Ads
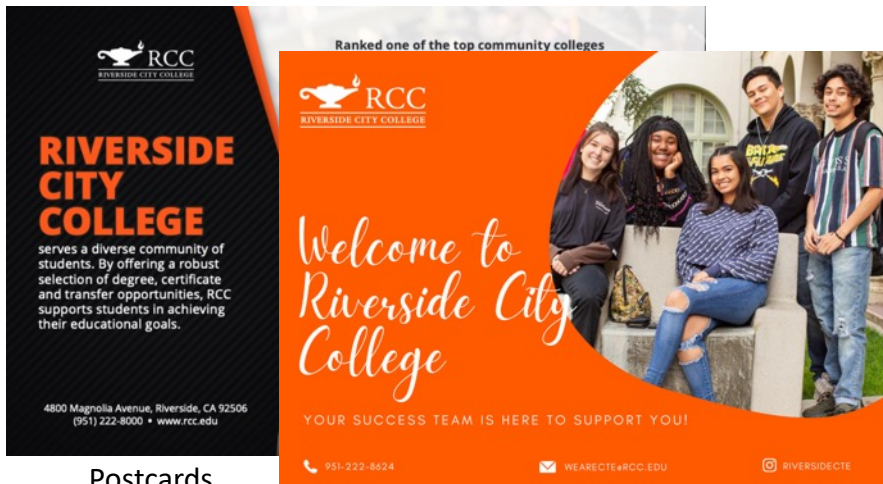
Postcards

Social Media

Extended Learning
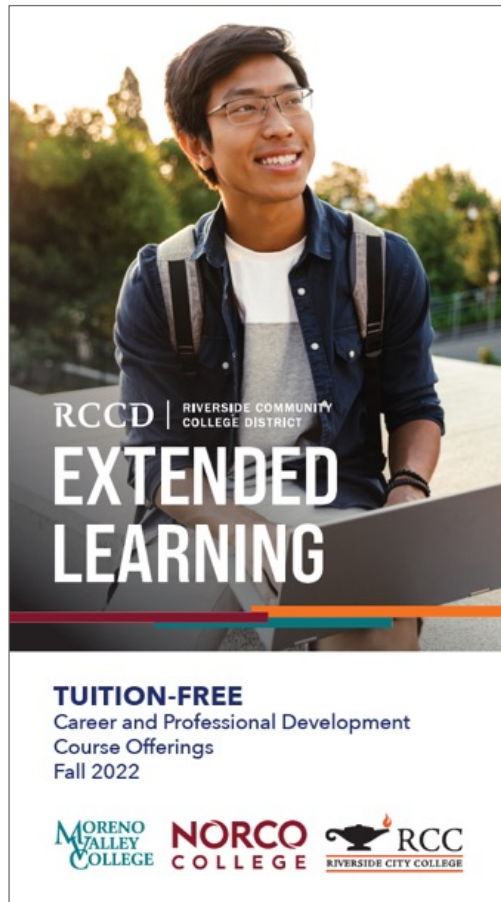
Course Offering Brochure (16 pages)
- Mailed to 305,000

ESL Postcard - Mailed to 43,895 homes
where English is not the primary language

Social Media & Digital Ads

COVID-19 Vaccination Requirement Lifted

Summer/Fall Marketing Impacts

- FTES

	Fall 2021	Spring 2021	Fall 2022
MVC:	2,343.8	1,924.6	2,438.4
NC:	2,410.7	2,088.1	2,569.2
RCC:	6,228.3	5,204.4	6,696.9
RCCD:	10,982.8	9,217.1	11,704.6

- Headcount

RCCD:	31,812	27,400	33,943

- Additional data regarding applications and enrollments will be added here.

MEDIAPREFS

Image and Recruitment - If you were a potential student, which advertising location/method would have the strongest impact on you?

Age Group
- 16-17
- 18-20
- 21-25
- 26-30
- 31-40
- 41-50
- 51+
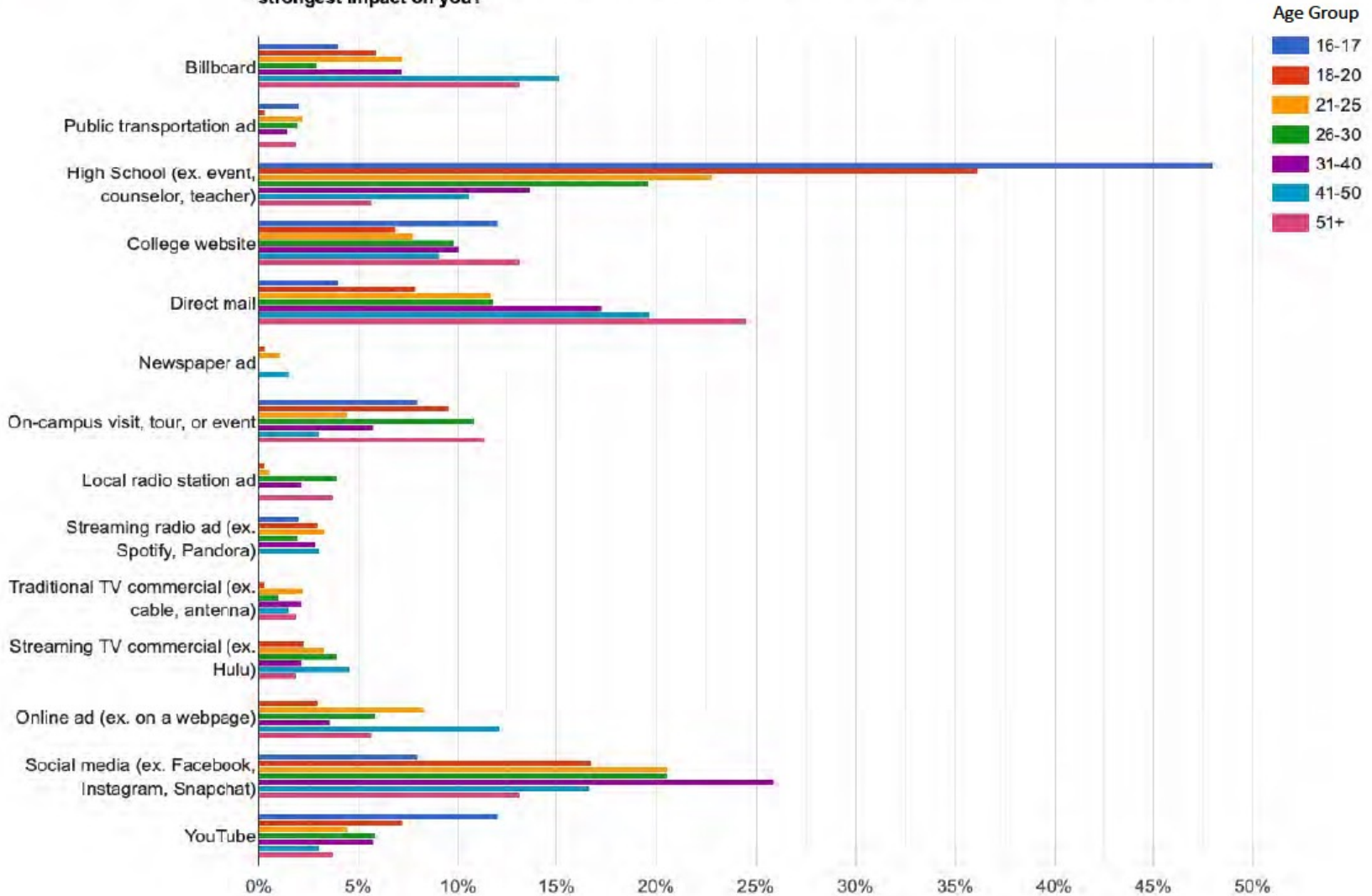
Winter/Spring Marketing Plans

- Brochure Mailers
  - 16 - 24 pages
  - Mailed to all residences in college service areas
- Postcards
  - Conversion and reactivation campaigns
- Billboards
- Digital Ads
  - Search, social media, video pre-roll
- PE Kids Expo (Oct 29 @ Galleria)
- Radio
  - Spotify and Spanish Radio

Questions?