

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

October 20, 2022
via Teleconference

COMMITTEE MEMBERS PRESENT

Anthony Azarte
Brady Kerr
Chie Ishihara
Chris Clarke
Leslie Vargas
Lino Leon
Mark Figueroa

Mark Knight
Noelle Hansen
Rebecca Goldware
Robert Schmidt
Ruth Leal
Thea Quigley
Ashley Etchison

COMMITTEE MEMBERS ABSENT

Robert Delgadillo
Lesley Zavalan

Peggy Lomas

DISTRICT STAFF/GUESTS PRESENT

Renee Vigil

Mackenna Ashcraft

CALL TO ORDER

Meeting called to order at 2:05pm. Member Leal asked about CSEA representation from all colleges and Riverside City College's (RCC) representative will be discussed with the CSEA soon.

APPROVAL OF MINUTES FROM MARCH 8, 2022

Member Kerr motioned to approve the minutes and Member Hansen seconded. (14 ayes)

APPROVAL OF MINUTES FROM MAY 10, 2022

Member Kerr motioned to approve the minutes and Member Hansen seconded. (14 ayes)

LISTSERV GUIDELINE RCCD-ALL

Listserv Guideline RCCD-All update is seeking review and approval of the document that has two comments for recommendation.

Feedback received was for clarification about the asterisk and to update the footnotes to define each asterisk. Suggested about the moderator not to supersede anything sent by the bargaining units (remove CSEA and only list bargaining units) and the moderator will not filter or override these messages. Suggest using footnotes vs. asterisks to clarify with numbers and add the moderator language. Number five would still stand. Bringing back for next meeting December meeting with a clean version.

COLLEGE DRAFTS – LIST SERVS

Member Hansen shared that the Moreno Valley College (MVC) lists are not moderated but there are five primary lists which are based on each campus group. List participants are managed by the MVC webmaster which is managed through the District. There is no talk about managing the MVC-All lists currently.

Member Leal explained that the Norco College (NC) List Serv proposal was approved in 2020 through the shared governance process but has not been implemented yet and the Classified Professionals List Serv is being utilized. Is the technology being used to help breakdown emails with subject matter, etc.? Yes, in general this needs to be reviewed and rules can be created to help assist with filtering emails to users.

RCC's draft is available for review. RCC has a Marketing and Resources committee that this draft can be reviewed/moved forward.

RCCD WRITING STYLE GUIDE

Member Clarke shared that the Writing Guide was established to assist with engaging with the public (not all items at the colleges or District). The intention was to engage with entities that cover press releases, media relations and announcements. The Acronym Guide was an appendix added onto the Writing Guide. Member Leal asked if "CPROS" should be classified professionals and remove the parenthesis from the acronym

RCC UPDATES

Member Ishahara and Member Quigley shared that they did not have updates. However, Member Knight shared he attended the last RCC Marketing and Resources committee meeting which discussed the Brand Guide, how to determine a process of logo and brand identity.

NC UPDATES

Member Leal shared that the Career Technical Education (CTE) teams have been outreaching and the Outreach teams are focusing on student life, engaging students, showing campus life, organic marketing about classes, increasing student testimonials, student clubs, resources for students and upcoming videos. Swag is on campus and marketing with CTE programs for messaging about why to attend NC.

MVC UPDATES

Member Figueroa shared that MVC is reviewing the retention piece of marketing and analytics are moving up. MVC Marketing group is going to develop banners around the campus and signage about how to direct students. MVC has been working with [CollegeApp](#) with targeted outreach to students interested in attending specific programs for careers. An interactive 3D map and virtual tour with 360-degree photos are now available for students looking to navigate the campus.

DISTRICT UPDATES

Member Clarke shared that brochures are being finalized, sent to press and mailed to doors for open enrollment in the winter/spring. Post cards are going out at the end of November for re-engaging students to enroll and the next focus on enrollment is for winter/spring via postcard and email in December. Request forms are available for projects via the District and for college requests this will be forwarded to the staff managing at the campuses. These are not available on the website yet. The ClickUp Project Management system helps monitor requests.

Member Figureoa asked about how to focus on students collectively with the District and as individual colleges. Member Goldware shared it is a goal to establish a structure to have a governing board and highlight the college individuality. Member Schmidt suggested surveying high school students about their needs and how to get them to attend the colleges. Focusing on the colleges like a business and how to outreach to future customers vs. part customers. Members discussed about student experiences and how to capture experiences from their time with the colleges. The media preference survey captures high school students and student success should be the focus through the District at the various colleges (how to work together to better serve the student). Member Figueroa shared about how to re-engage with students post-Pandemic and how to communicate to students about belonging at the colleges. Member Leal suggested a work group with some members of the DMCC

TOOLKIT

Toolkit was discussed to highlight accomplishments and completed projects.

ADJOURNMENT

Meeting adjourned at 3:25pm.