

Riverside Community College District  
**DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE**  
December 1, 2022  
via Teleconference

**Committee Members Present**

Chie Ishihara  
Chris Clarke  
Leslie Vargas  
Lino Leon  
Mark Figueroa  
Noelle Hansen

Rebecca Goldware  
Robert Schmidt  
Ruth Leal  
Thea Quigley  
Ashley Etchison

**Committee Members Absent**

Robert Delgadillo  
Lesley Zavala  
Brady Kerr

Anthony Azarte  
Mark Knight  
Renee Vigil (District Staff)

**District Staff/ Guests**

Patrick Scullin

**Call To Order**

Meeting called to order at 2pm. Committee member Leal asked who the Riverside City College (RCC) classified representative assigned the DMCC is. Vice Chancellor (VC) Goldware clarified this was on her agenda to discuss with the CSEA president.

**Approval Of Minutes From October 20, 2022**

Member Hansen had sent feedback for the minutes to Renee via email. Member Etchison noted she attended the last DMCC meeting and requested the minutes reflect her attendance vs. absence. Member Vargas motioned to approve the minutes with the corrections and member Etchison seconded. (11 ayes)

**Listserv Guideline**

VP Figueroa asked about the next steps for moving the Listserv Guideline item forward. It was discussed that this item would go through the Academic Senate as an informational or action item. For consistency, it was suggested that the item should be presented as the item was presented/processed at Norco College (NC). Member Leal shared this item would be researched for the path NC followed. Guest Scullin shared this was a new project for RCC's Marketing committee and will confirm next steps.

Listserv backend technology is complex and the goal is to have a live directory like Office 365. The distribution list examples were shared (RCC Library and employee of the month) and the Listserv goal is automated vs. managing lists to distribute information. Member Clarke shared that this is a guideline for best practices and recommendations for communications at the District/colleges. Guidelines can escalate to become a policy and go through an approval process, but the goal is to setup best practices for marketing, communications, etc.

Each college has different governance structure and the goal is to ensure share. The RCCD-All proposal did go through District Strategic Planning Committee (DSPC) for discussion and approval for agreement within internal communication.

### **RCCD-All Guideline**

VC Goldware shared that the RCCD-All guideline has been sent to the Faculty Association chair and CSEA, but she has not received feedback. There were no significant comments or changes on the latest version. Member Hansen inquired about footnote number two which captures all associations, but the word “association” refers to generic labor. There was confusion about the footnotes being in quotes and not clear direction about who the source was. A suggestion was received regarding footnote number two wording received from HRER for number one and five within the document. The second footnote should reflect, “Does not supersede collective bargaining agreements.” Member Hansen motioned to approve the document with these changes and member Vargas seconded. (11 Ayes)

### **Acronym Guideline**

HBCU is missing from the guide per member Hansen and requested this be added. DEIA is not in the guide and member Leal requested this be added. Member Hansen asked about adding an acronym for a state bill merging programs and JEDI is the new term per VP Figueroa. Member Clarke shared the Acronym Guide would be a fluid document to add new acronyms and this document would be an appendix for the Writing Guidelines on the District site. Member Leal asked if there will be a statement added to the document for others to contribute acronyms and have a contact email address for changes/additions. The DMCC suggested that the Guide be updated with a date stamp and that the document be reviewed annually. VC Goldware suggested this Guide be a searchable document. The Inland Empire Technical Trade Center (IETTC) and Procurement Technical Assistance Center (PTAC) need to be added to the guide. Patrick Scullin motioned to approve the Acronym Guide and member Leal seconded.

### **Updates**

For MVC, VP Figueroa discussed billboards that were used in the past, how the billboards don't focus on District programs and not just advertised in local areas surrounding the campuses. VC Goldware shared examples like the CTE programs that were focused on Districtwide programs vs. college specific with ads. A recommendation was made about Outreach staff to attend trainings at the various colleges to learn about all three college's programs to promote with students.

NC member Leal shared that there has been an increase in student engagement via social media and on campus with live events. Outreach staff attended the Harvest Festival that was attended by thousands. Member Etchison shared that the eSports tournament was attended by participants and watchers which has been effective engagement post-Pandemic. Member Vargas shared that the 16-piece mailer was sent out to the community and has helped with engagement with the community members. Member Leon shared that students seem more interested in NC after attending the Harvest Festival and suggested Districtwide events to advertise District services. It was discussed

about having more District advertising when folks are onsite for events at the campuses. Member Vargas shared that NC has a PeachJar account which can help push information to the community.

RCC guest Scullin shared that the Marketing committee has started gathering again to discuss the RCC Branding Guide to update the Guide and make it easier to implement. The Marketing committee would like to start a team for logo creation and design. It was discussed on how to start logo creation and updates at RCC might be an incubator to hopefully start a new process that can be duplicated at the other colleges.

At the District, member Clarke extended an offer to the DMCC members to invite External Relations and Strategic Communications unit staff to attend college meetings and have District representation/feedback. Chaffey College's advertisements on the 15 freeway near Eastvale and NC campus was discussed.

### **Request Forms**

The request forms were discussed and shared with the DMCC. Member Leal inquired about a survey. Member Clarke shared that there were a few surveys about students that have left education and the Interact media preference survey incorporated larger area/District survey. There was a state survey with few respondents that did not apply to District areas. There was a request for future projections on enrollment numbers decreasing due to lower population at the high school rate. There was discussion about data for helping with projections and marketing as a District; VC Goldware suggested David Torres from Education Services attend a DMCC meeting to share data details regarding students.

### **Social Media and Website Guidelines**

Member Clarke requested that feedback from the DMCC about the Social Media Guidelines as this is the next item that would be before the DMCC for approval. The website guidelines for NC and District are being worked on as MVC and RCC are already utilizing Modern Campus. Each campus would have website guidelines and discussed in the future with the DMCC.

### **Next Steps**

Renee will reach out to the DMCC for winter/spring availability. The Advancement and Partnerships committee is being formalized as there were membership and language questions. VC Goldware asked CSEA for a new appointment for RCC classified representation for the DMCC.