

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

May 5, 2023

<https://rccd-edu.zoom.us/j/81681801432?pwd=M3BxYTdxN0g0VVp0UXVuQIBMTkNYZz09>

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 10, 2023

III. **Topics for Discussion**

- Social Media Guide
- Emergency Communications Plan
- Logo Creation

IV. **Updates**

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

V. **Resources**

- Request Forms
 - [Graphic Design](#)
 - [Photography](#)
 - [Publicity](#)
- Completed Items
 - [District Brand Guide](#)
 - [MVC Brand Guide](#)
 - [NC Brand Guide](#)
 - [RCC Brand Guide](#)

VI. **Upcoming Meeting**

- Fall 2023

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MEMBER ATTENDEES

Noelle Hansen

Brady Kerr (co-chair)

Ruth Leal

Leslie Vargas

Lino Leon, Tony Rizo

Patrick Scullin

Mark Figueroa

Robert Delgadillo

Chris Clarke

Mark Knight

Rebecca Goldware

DISTRICT STAFF/GUESTS

David Torres

David Buitron

Renee Vigil

CALL TO ORDER

- Welcomed CSEA RCC member Tony Rizo
- Welcomed RCC faculty member Patrick Scullin
- Thanked former RCC faculty member Chie Ishihara

APPROVAL OF DECEMBER 1, 2022 MINUTES

- Motion to approve December 1st minutes by member Kerr and seconded by member Leon (10 Ayes; 2 abstentions from member Leon and member Knight)

RE-APPROVE RCCD ACRONYM GUIDE

- Motion by member Kerr and seconded by member Hansen (12 Ayes; no abstentions)
- This will be added to the DMCC website under Guidelines

PRESENTATION BY INSTITUTIONAL RESEARCH & STRATEGIC PLANNING

- David Torres and David Buitron shared the data dashboards
 - https://www.rccd.edu/admin/ed_services/ie/Pages/dashboards.aspx
- The dashboards are broken down by the colleges and District
- There is an internal dashboard available for more detailed info. that District leadership utilize
- Questions received from member Leal about:
 - High school students that are projected in the service areas to see how many students might attend the colleges/forecast about numbers
 - There is some data available about HS students
 - Unemployment data for how many people are unemployed
 - Labor market data would be complicated/assistance for data through other sources
 - Does the data include first time generation students or family education levels?
 - More specific data would require data details
 - David Torres shared that the data can be found through other agencies
 - Is there a summary report available annually to know who RCCD is marketing to and student outreach in one place?

LOGO CREATION

- DMCC did not discuss

SOCIAL MEDIA GUIDE

- Compilation of guidelines from six other districts and best practices
- Denise Terrazas from NC assisted with compiling the data and organizing the guideline
- Suggestions:
 - Member Kerr inquired about the disclaimers section with spacing issues, biography details, etc.
 - Member Leal suggested a draft watermark needs to be added and This document will be discussed with the DMCC and if approved, then move through the various governance routes
 - Member Clarke share this guide will go through General Counsel for input as well
 - Member Hansen suggested one page with all social media links and add the disclaimers to the page vs each social media site
- Member Clarke requested feedback be provided back about the Social Media Guideline back by the next meeting
- There has been a DMCC email shared email to assist with correspondence with the committee
- Member Hansen asked about clarity language as folks don't like to hand over credentials for accounts and this should be included in the Guide
- Member Rizo inquired about recourse if people are trying to represent the institutions, etc. and the goal is to look through various lenses
- Member Vargas shared about a student creating unofficial social media accounts and how there was nothing to reference with the student for counsel
- Renee shared that the Social Media Guideline was cleaned up via Arial font and watermarked; it was requested that feedback be shared via redline

MORENO VALLEY COLLEGE UPDATES

- Radio ads are being advertised; updated mailer is being drafted focused on outcomes to connect the student to the idea of finishing/what can conclude from the degree. MVC will be hosting an open house in May; hosting outreach on campus; and the TRIO Cash for College conference was very successful. There was an open house last year for Visual and Performing Arts with the art student show.

NORCO COLLEGE UPDATES

- Promoting the NC Volunteer Corp. for outreach in the community; spring welcome was shared with information booths for students as they arrived on campus; held club rush; counselor website was updated with photos and introduction videos; NoMu is coming up in May for the Music program and NC is a nation champion rugby team and the team plays 4-year universities. There is an industry partner breakfast scheduled for Mar. 17 to award the alumnus of the year and the CTE folks will be leading workshops after the breakfast. There will be two mustang

awards provided to two industry partners. NC is gathering photos for marketing at the Business School to help market the school. NC is developing/launching an app focusing on marketing, counseling, tutoring, etc. with chat, email and an information hub. The campus is working towards marketing NoMu in the community like Harvest Fest.

RIVERSIDE CITY COLLEGE UPDATES

- Delegation went to Ghana to learn more about equity and how to make RCC more inclusive; there will be a new video released soon; a new jazz cd is dropping; TigerCon is being conducted soon; new printer is available for the Print Shop and there is an Open House in April. There is a new AA program for audio technology that now transfers to other colleges which will be launched in the fall. Leslie, Tony and Liz will be assisting with promotion materials. Male mentoring from the EOPS center is providing guest speakers and creating a weekly vlog geared towards students.

DISTRICT UPDATES

- [RCCD-ALL ListServ Guideline](#) - Approved on Feb. 24 by DSPC; working on ModernCampus being launched in May; wrapped up winter/spring marketing and in the planning and prep phase for summer/fall for 2023; received \$300K from the District via the COVID grant to advertise to students about services available on the campuses; PeachJar campaign is going to parents at 33 different high schools; printing CTE handbooks; producing college brochures for the three campuses; tv and video campaign with Youtube to geo-target the three campus targets; banners and posters advertised at the high schools; over the summer marketing to students

RESOURCES

- DSPC Committee & Subcommittee document
 - The DMCC committee has a formal place within the DSPC for governance structural approval
 - Member Leal inquired about DMCC meeting details and house resources
- These will be on the agenda as a resource to the committee
 - Request Forms
 - Completed Items

UPCOMING MEETING

- May 5, 2023 at 9:30am