

Riverside Community College District  
**DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE**

May 5, 2023

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

**MEMBER ATTENDEES**

Rebecca Goldware  
Ashley Etchison  
Mark Knight  
Chris Clarke

Patrick Scullin  
Mark Figueroa  
Brady Kerr  
Leslie Figueroa

Ruth Leal  
Robert Schmidt  
Noelle Hansen

**ABSENT MEMBERS**

Lino Leon  
Robert Delgadillo

Anthony Azarte  
Thea Quigley

Tony Rizo  
Lesley Zavala

**DISTRICT ATTENDEES**

Renee Vigil

**CALL TO ORDER**

Meeting called to order at 9:33am.

**APPROVAL OF MINUTES - MARCH 10, 2023**

Motion by member Kerr to approve minutes by and seconded by member Hansen. (11 ayes)

**SOCIAL MEDIA GUIDE**

Member Leal discussed how RCCD is defined. Member Clarke shared about concerns of image of the District and the colleges. Member Leal suggested that policies are changed to reflect Board Policies and procedures.

**EMERGENCY COMMUNICATIONS PLAN**

**LOGO CREATION**

Suggestion to add to the Brand Guidelines and develop a process document for creating a logo. Member Kerr shared that the separate document would be helpful as a stand-alone document for process and mention in Brand Guide with hyperlink to document. Member Leal, member Hansen and member Scullin all shared that this is being worked on at the colleges. District language can be higher level language and colleges specific work flows.

The members asked that MVC and NC share their documents with RCC representatives. VC Goldware shared having a checklist would be helpful/ Member Clarke requested submissions be sent to the [DMCC@rccd.edu](mailto:DMCC@rccd.edu) and information can be distributed there

**UPDATES**

**ADJOURNMENT**

Meeting adjourned at 10:30am.