

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

December 1, 2023 via Zoom

**MEMBER ATTENDEES**

Chris Clarke  
Mark Knight  
Noelle Hansen

Patrick Scullin  
Robert Delgadillo  
Robert Schmidt

Thea Quigley  
Tony Rizo

**DISTRICT ATTENDEES**

Renee Vigil

**ABSENT MEMBERS**

Ashley Etchison  
Brady Kerr

Leslie Vargas  
Mark Figueroa

Rebecca Goldware  
Ruth Leal

**CALL TO ORDER**

Meeting called to order at 2:03pm.

**WELCOME NEW MEMBERS**

**APPROVAL OF MINUTES - MAY 5, 2023**

Motion by member Hansen to approve the minutes and seconded by member Delgadillo (8 ayes).

**EMERGENCY COMMUNICATIONS GUIDELINES**

Member Clarke reviewed the crisis communications and emergency preparedness update that will be presented in January 2024 at Board of Trustees meeting. Chris shared that the DMCC will review the Crisis Communications plan in February and the draft highlights: description of roles and responsibilities, outline of operating procedures; structure and organization of contingency plans; and guidelines for Joint Information Center management and lists of contacts and resources. The External Relations and Strategic Communications (ER&SC) department is building a library of approved RAVE messages for a variety of emergencies for worst-case scenarios but adaptable to less urgent events which is accessible to District PIOs and college PAOs. ER&SC is: networking with PIOs, PAOs and local media contacts to improve communications in case of emergency situations; monitoring news and social media by listening for keywords and phrases; building subscriber lists for newsletters and public announcements; refocusing attention to official District and college websites including social media pages; and campaigns to increase the number of followers on District and college social media pages.

Member Rizo asked about the contact list being updated consistently as staff changes continuously. Member Clarke shared that the lists will be reviewed annually and the intention is to keep lists updated. Member Rizo asked if the RAVE alerts will be releasing messages Districtwide to all campuses about other campus emergency. Member Clarke explained that immediate messaging will be sent to students and to District personnel so all employees are able to help students. Member Hansen shared about the backend messaging options and how to help keep everyone updated via text, website or notes to

students and staff. Member Hansen inquired about internal and external messaging with a suggestion to include both with categories as to who is internal or an external resource. Member Rizo asked about paid advertising to solicit students and paying for boosts of current social media posts. Member Hansen suggested messaging with welcome messages and orientation materials to students.

### **WRITING STYLE GUIDE (GUIDELINES) AND ABBREVIATION APPENDIX**

Member Clarke would like to take the Writing and Style Guide with the Acronym Appendix to the next District Strategic Planning Council (DSPC) meeting for approval. Motion by member Scullin to approve the Writing Style Guide and to add the Acronym Appendix to the Writing Style Guide which was seconded by member Hansen. (8 ayes)

### **MARKETING PLANS**

The RCCD marketing plan contains six months of planning which includes boosting winter/spring enrollment and general awareness about the colleges and District. The marketing social media Winter Enrollment 2023 and Spring 2024 advertisements and links were shared with the DMCC. Students can take courses at all three of the colleges to obtain their certificates and degrees.

#### Square versions

- 6 seconds [https://youtube.com/shorts/gEkl\\_rSitXY](https://youtube.com/shorts/gEkl_rSitXY)
- 15 seconds [https://youtube.com/shorts/sc9Yz1luB\\_4](https://youtube.com/shorts/sc9Yz1luB_4)
- 30 seconds <https://youtube.com/shorts/uDuvmXIDozE>

#### Vertical versions

- 6 seconds <https://youtube.com/shorts/23z0P82XzLU>
- 15 seconds <https://youtube.com/shorts/fQIXEcUDuCA>
- 30 seconds <https://youtube.com/shorts/Q5X4AHm5-oY>

#### Wide versions

- 6 seconds <https://youtu.be/b8Unmx1Mr5M>
- 15 seconds <https://youtu.be/t6BrmfGgdQ>
- 30 seconds <https://youtu.be/CSplScV4qfl>

Member Rizo provided feedback that the plan looks very comprehensive. Member Hansen asked about a link on the college websites and member Clarke explained that there would be a new website page on the District and the colleges' websites called Affordable Quality Education. There will be a District web form with priorities about community colleges, suggestions and a way to add names to the mailing list. The website pages will be created by December 4 and the Chancellor and college presidents will be sending an outreach letter to influencers throughout the District to assist with outreach to the community about the pages. The District Annual Report will be released by December 12 and a link will be added to the Affordable Quality Education web pages.

**UPDATES**

Riverside City College (RCC) shared that the RCC Marketing committee is updating the Brand Guidelines and this will be presented to the approval process in spring. The marketing campaign is viewable here <https://www.rcc.edu/brand/marketing-campaign.html> and this needs to be sent to students for feedback as well. Member Clarke asked if the campaign was a branding campaign and member Rizo shared that the banners' theme will be refreshed to be more inclusive and equitable.

**DISTRICT**

The DMCC will next convene in spring 2024 with a first meeting in February to review the Crisis Communications plan and Social Media guidelines.

**ADJOURNMENT**

Meeting Adjourned at 3:14pm.