

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

December 1, 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. **Welcome New Members**

III. **Approval of Minutes**

- May 5, 2023

IV. **Topics for Discussion**

- Emergency Communications Guidelines
 - Review of Emergency Preparedness Presentation Slides for Jan. 2 BOT Meeting
- Writing Style Guide (Guidelines) and Abbreviation Appendix
- Marketing Plans
 - General Awareness Campaign - New page on each college website, and a web form link

V. **Updates**

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

VI. **Resources**

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

VII. **Upcoming Meeting**

- Spring 2024

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 and information can be distributed there

UPDATES

ADJOURNMENT

Meeting adjourned at 10:30am.

Crisis Communications Plan

- Initial draft being reviewed by the District Marketing & Communications Committee
- Description of roles and responsibilities
- Outline of operating procedures
- Structure and organization of contingency plans
- Guidelines for Joint Information Center management
- Lists of contacts and resources

RAVE Alert Messaging

- Building a library of approved RAVE messages that can be adapted to a variety of emergencies
- Based on examples from crisis experienced by similar organizations
- Established for worst case scenario, but adaptable to less urgent events
- Includes short and long formats for text, voice, email, computer/display interfaces, and social media
- Accessible to District PIOs and College PAOs

Public Relations

- Networking PIO/PAOs and local media contacts
- Monitoring news and social media - listening for key words and phrases
- Building subscriber lists for newsletters and public announcements
- Refocusing attention to official District and College websites and social media pages
- Campaigns to increase the number of followers on District and College social media pages

RCCD Marketing Update

October 2023 Report to the Board of Trustees

Chris Clarke

Executive Director

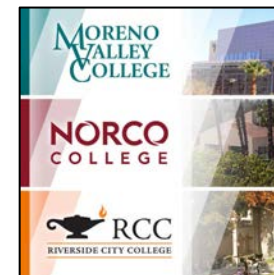
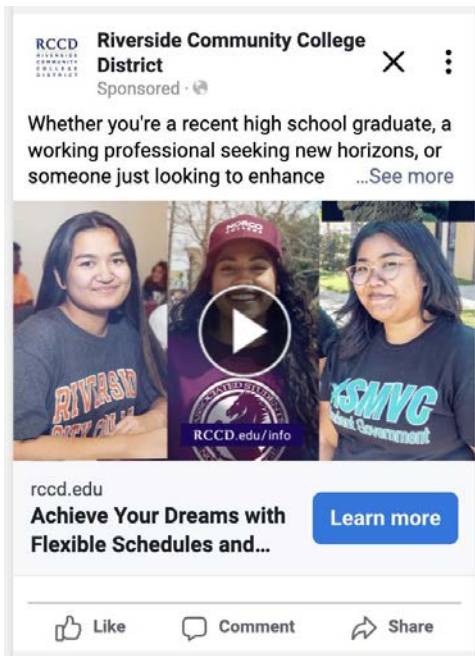
External Relations & Strategic Communications



Most Recent District-Wide Video Campaign

Google Search & Remarketing, YouTube, Facebook/Instagram, Snapchat, and Connected TV

- July and August 2023
- 6/15/30 second videos
- 1,386,567 impressions
- 19,841 total clicks
- 1.43% click through rate
- 17,940 tracked sessions



Persistence Campaign

Postcards & emails to students enrolled Sum/Fall22 who had not yet registered for Win/Spr23 who have not finished a degree or certificate

Sent to: 18,968 students

Winter 2023: 1,131 students subsequently enrolled/persisted

Spring 2023: 6,813 students subsequently enrolled/persisted



RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT
 MORENO VALLEY COLLEGE | NORCO COLLEGE | RCC
 3801 Market Street, Riverside, CA 92501

NON-PROFIT ORG.
 U.S. POSTAGE PAID
 SAN BERNARDINO, CA
 PERMIT NO. 1673

English on the Front

Comienza Bien el Año Nuevo

Sigue aprendiendo en tu colegio comunitario. Si aún no te has inscrito en las clases, no es demasiado tarde. Las clases de invierno comienzan el 3 de enero y las clases de primavera comenzarán el 13 de febrero de 2023.



Horarios de clases ya disponibles en bit.ly/3hwLP7D

Spanish on the Back

Start the New Year Right

RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT



Keep on learning at your community college. If you haven't signed up for classes yet, it's not too late. Winter classes start January 3, and Spring classes will begin on February 13, 2023.

Class schedules now available at bit.ly/3hwLP7D



Reactivation Campaign

Postcards and emails to former students who have not finished a degree or certificate

Sent to: 51,382 previously enrolled students

Winter 2023: 319 former students enrolled

Spring 2023: 1,767 former students enrolled

Note: These former students had to reapply before they could enroll in classes



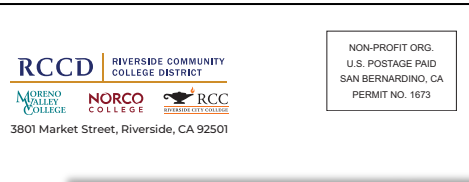
Continúa tu viaje
El semestre de primavera comienza el 13 de febrero.

Regresa a nuestros colegios para reiniciar tus estudios y obtener las herramientas que necesitas para tener éxito. Contamos con gran variedad de carreras académicas y programas de certificados que pueden ayudarte a alcanzar tus metas. Nuestros consejeros académicos están listos para ayudarte a escoger el programa de estudio de tu interés.



Ven e inscríbete
rccd.edu/info


Spanish on the Back




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 MORENO VALLEY COLLEGE NORCO COLLEGE RIVERSIDE CITY COLLEGE
 3801 Market Street, Riverside, CA 92501

NON-PROFIT ORG.
U.S. POSTAGE PAID
SAN BERNARDINO, CA
PERMIT NO. 1673

English on the Front



Continue Your Journey
Spring term begins February 13.



Reapply Today
at rccd.edu/info.

RCCD RIVERSIDE COMMUNITY COLLEGE DISTRICT
 MORENO VALLEY COLLEGE NORCO COLLEGE RIVERSIDE CITY COLLEGE

Come back to our campuses to restart your studies and gain the skills you need to succeed. We offer a wide range of degrees and certificates that will help you achieve your goals. Our colleges' engagement teams are ready to help you find the right path.

Capture Rate from Feeder High Schools

Year	H.S. Grads	Captured	Capture %
2017	11,612	3,135	27%
2018	11,737	3,476	30.9%
2019	11,415	3,568	31.3%
2020	11,263	2,414	21.4%
2021	10,799	2,091	19.4%
2022	11,718	3,474	29.6%



Note: 2020 capture rate was down 9.9%
& 2021 capture rate was down 11.9%

2022 capture rate was back up to within 1.7% of 2019 level

Year by Year # of Applications Received



Year	MVC	NC	RCC	RCCD Totals
2017	7,652	7,347	34,282	49,281
2018	9,801	8,374	29,119	47,294
2019	10,270	9,418	30,909	50,597
2020	8,348	8,280	28,551	45,179
2021	11,024	9,624	36,403	57,051
2022	10,363	9,896	34,633	54,892
2023 YTD as of 09-13-23	11,423	11,999	33,124	56,546

Note: 2023 trend promises the most applications to RCCD Colleges



Conversion Campaign

Weekly Emails from June 6 to August 17
 Started with: 32,104 RCCD applicants not enrolled
 Fall 2023: 10,467 RCCD students enrolled



Regional READY Career Education Campaign

Car Wraps



Brochures



Launch a bold new future in these careers and more...

Job Title	Avg. Salary
CHEF & HEAD COOKS	\$53,747
FOOD SERVICE MANAGERS	\$49,254
MEETING, CONFERENCE AND EVENT PLANNERS	\$49,026
FLIGHT ATTENDANTS	\$77,376
LODGING MANAGERS	\$64,766
FIRST-LINE SUPERVISORS OF FOOD PREPARATION AND JANITORIAL WORKERS	\$44,670
TRAVEL AGENTS	\$32,188
RECREATION WORKERS	\$29,206
FIRST-LINE SUPERVISORS OF FOOD PREPARATION & SERVICES WORKERS	\$37,386

READY career education
at your local community college

Future READY

Participating Community Colleges:

- Oranby College*
- College of the Desert*
- Cooper Mountain College*
- Crafton Hills College
- Moreno Valley College
- San Jacinto College
- Norco College
- Palo Verde College
- Riverside City College*
- San Bernardino Valley College*
- Victor Valley College*

*Locally funded, and/or non-traditional career training programs are available at these colleges.

Readysetcareer.org

Inland Empire/Desert Regional Consortium
3827 Market Street
Riverside, CA 92501
951-972-7096
info@readysetcareer.org

Hospitality, Tourism & Recreation Careers
Ready to take your career to the next level? Join us at your local community college today!



State-Wide I CAN Campaign

I CAN
ganar dinero para mi familia hoy y mañana.

California Community Colleges

I CAN afford the future I want.
Apply for financial aid at ICanGoToCollege.com

California Community Colleges

I CAN ganar dinero para mi familia hoy y mañana. Todo empieza con el colegio.
INSCRÍBETE HOY

California Community Colleges

I CAN get the funds to go further.
Apply for financial aid at ICanGoToCollege.com

California Community Colleges

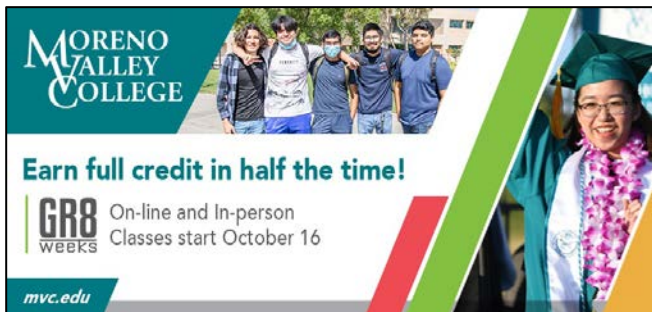
I CAN

Enroll today at ICanGoToCollege.com

California Community Colleges



Billboards, banners and social media





Social Media & Marquee

NORCO COLLEGE
HIP HOP DANCE CLASS
DAN-D31-38037
 MON/WED
 6:30PM - 7:55PM
 Register today!

NORCO COLLEGE Philosophy Classes

PHI 10: Intro to Philosophy
 Prof. Semerari

 Seats are still available!

PHI 10: Intro to Philosophy
 Prof. Semerari

 Seats are still available!

PHI 19: Native American Thought
 Prof. Semerari

 Seats are still available!

PHI 12: Intro to Ethics
 Prof. Semerari

 Seats are still available!

REGISTER NOW

NORCO COLLEGE ART APPRECIATION

ART-6-37047
 Art Appreciation
 HYBRID
 Tuesdays
 9:40AM - 11:05AM
 Explore the creative process and the diversity of style, technique and media, evident in various art forms throughout history and culture.
 Fall 2023
REGISTER NOW



BEGIN YOUR JOURNEY HERE AT
NORCO COLLEGE
ENROLL NOW
NORCOCOLLEGE.EDU/FUTUREMUSTANGS

Re-Up Your Skills
EARN A FREE CERTIFICATE
@NORCO COLLEGE
norcocollege.edu/academicAffairs/cte

ADVANCE YOUR CAREER
 with FREE Professional Development
norcocollege.edu/services/sp/extended_learning





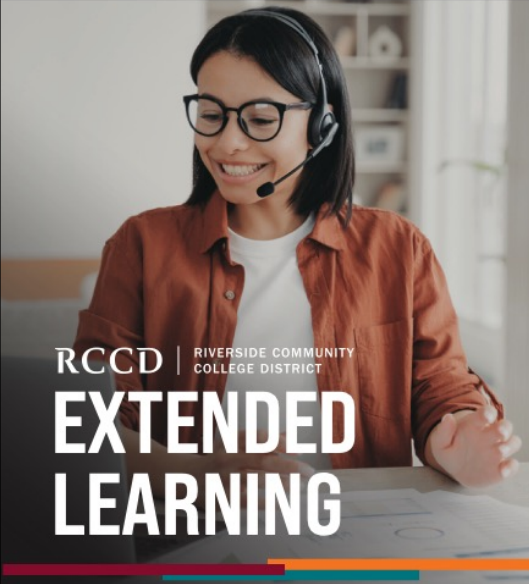
Movie Theaters
Billboards
& Social Media



Extended Learning Advertising

- Brochures sent to every residence in the District, followed by survey and emails
- Billboards and a digital campaign on search engines and social media

READY FOR SOMETHING *DIFFERENT?*




RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT

EXTENDED LEARNING

TUITION FREE
2023 Fall Course Offerings
for Career and Professional Development


MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE



FREE Online Accounting Basics for Small Business Certificate

RCCD.EDU/EL

RCCD | Extended Learning



Now Enrolling for Fall 2023




FREE English Classes for College and Career

RCCD.EDU/EL

RCCD | Extended Learning




Now Enrolling for Fall 2023



FREE Computer Aided Drafting Certificate

RCCD.EDU/EL

RCCD | Extended Learning

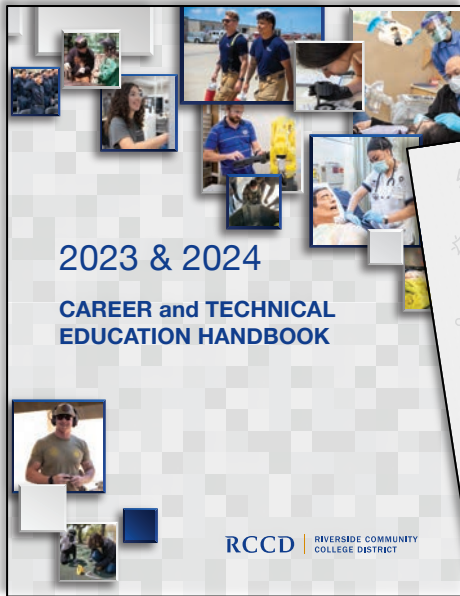


Now Enrolling for Fall 2023

Next Up

Marketing projects for the rest of 2023
and into 2024

Middle & High School Promotional Package



- CTE Handbook
- DREAMS Poster
- College Pennants
- College Stickers
- Online Ordering



Fall 2023 Distribution

Marketing to Increase Enrollment

- **Persistence campaign – Keep Going (postcards & series of emails)**
 - Encouraging current students to continue studies from the Fall into the Spring
 - Targeting: students who were enrolled Fall23, have not graduated, and are not yet enrolled in Spring24
- **Reactivation campaign - Finish a certificate or degree (postcards & series of emails)**
 - Promoting benefits of reaching goals, and encouraging students to seek advancement or new career
 - Targeting: previous students who have not completed a certificate or degree
- **College focused search engines - “best of” lists promoting colleges & universities**
 - Digital campaign utilizing specialized online tools, websites, & social media
 - Targeting high school graduates
- **District CTE Unique Programs Brochure (similar to previous 16-24 pg. College brochures)**
 - Promoting enrollment in CTE programs - unique to each college that have the capacity to grow
 - Examples: Cyber Security, Game Development, Logistics, and First Responders
- **High School promotion to “Start with an ADT and Transfer to a University”**
 - Flyers distributed in H.S. classrooms, posters and emails
 - Targeting students 15-18 years old, and their parents
- **Middle School promotion of Dual-Enrollment, CCAP and Middle/Early College programs**
 - Flyers distributed in H.S. classrooms, posters and emails
 - Targeting students 12-14 years old, and their parents

Marketing to Increase General Awareness of the District and Colleges

- **RCCD 2023 Annual Report – to be published in December**
 - Hybrid booklet with folio cover, online articles, postcards, email & digital
 - Targeting Government officials, local education and business leaders, and residents
- **Basic Needs Awareness – promoting the availability of resources for college students**
 - Brochure and Postcard
 - Targeting currently enrolled college students who have demonstrated need for supportive resources
- **Video testimonials for online distribution**
 - Featuring students, employees, volunteers, alumni, and employers
 - Digital - websites, search engines, YouTube, OTT, Facebook/Instagram, TikTok, etc.
- **Billboards and Outdoor Displays**
 - 9-month campaign
- **Traditional media campaign promoting the benefits of our local community colleges**
 - TV, radio, magazine, and newspapers
- **Presentations Resources for Community Events and Meetings**
 - Production of a variety of promotional products

This concludes the marketing update

Questions?