

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

February 5, 2024 via Zoom

MEMBER ATTENDEES

Rebecca Goldware
Chris Clarke
Mark Knight
Leslie Vargas
Noelle Hansen

Robert Schmidt
Thea Quigley
Tony Rizo
Robert Delgadillo
Mark Figueroa

Brady Kerr
Ruth Leal
Ashley Etchison

ABSENT MEMBERS

Patrick Scullin

DISTRICT ATTENDEES

Renee Vigil

Liz Lecona

CALL TO ORDER

Meeting called to order at 3:01pm.

INTRODUCTION OF MEMBERS

APPROVAL OF MINUTES – DECEMBER 1, 2023

Motion by member Hansen to approve the minutes and seconded by member Kerr (13 ayes).

DMCC STRUCTURE OVERVIEW

Vice Chancellor (VC) Goldware provided an overview about the DMCC structure, purpose and overview for how the committee is interconnected Districtwide. The membership is determined by District leadership, management, unions and senates. Members Kerr and Vargas inquired about how to remain as an active member after two years of service. VC Goldware shared that members can communicate with their points of representation

EMERGENCY COMMUNICATIONS GUIDELINES

Member Clarke shared that there is an initial draft that is being worked on and RAVE messaging is being worked on to be posted on social media, signs and online. Examples were shared for messaging to be updated within RAVE like evacuation of campus, safety hazard, etc. with message priority.

SOCIAL MEDIA GUIDELINES

Member Clarke discussed the Social Media Guidelines having revisions added and will bring the comments to the next meeting for finalization/publication. Member Etchison inquired about the guidelines shared with the DMCC for feedback and for the college systems. Member Clarke outlined there are billboards advertising the colleges and inviting the community in District planning. For example, one pane of the billboard associated with RCC focuses on enrollment and another focuses on the Cinderella musical. Each of the college presidents have been approached monthly to confirm the messaging that faces the public for the colleges. Two postcards were sent out inviting students to continue their education at the colleges. The annual report is digitalized and a folio copy is being

distributed to electeds, leadership, local business owners and Board of Trustees. A postcard with a link to the [annual report](#) was sent out to the community to inform them of the annual updates. The CTE brochure went out to over 308,000 through the District's residences highlighting the unique CTE programs and there has been positive feedback received on the brochure updates. In the spring, there will be a similar brochure created for Performing Arts to be distributed to residents of the District areas. The digital campaign features general awareness of programs that are important to the community and influencers through the community like nursing, dental, paramedic and fire program, Veteran Resources center, etc. There are testimonial videos being created to feature student success stories and local employers who have hired alumni. Member Etichson inquired about tracking QR codes that are available on marketing materials to view feedback. Information pages were created and landing pages for the different programs advertised and linked to how to apply to the programs ([MVC](#), [NC](#) and [RCC](#) information pages). Guest Lecona inquired about disclaimers in the Social Media guidelines and where to add those on the social media accounts.

UPDATES

Member Figueroa shared updates about billboard advertisements, engagement with Motomatic, Super Saturday event for students who have applied to the college, TRIO Day is upcoming, signage and banners have been updated on campus as well as at Ben Clark Training Center, leadership team is prepping for the CA Re-Connect and the college is working on funding to install a marquee at the front of the campus. Member Etchison shared that NC is doing digital social media marketing, there is a spring accelerator campaign that is helping with enrollment and there are going to be more CAP resources on campus for faculty to connect with students more often. Member Kerr shared NC Music is releasing a best of album that is season focused all written by students in February.

DISTRICT

ADJOURNMENT

Meeting adjourned at 3:57pm.