

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
May 7, 2024

COMMITTEE MEMBERS PRESENT

Noelle Hansen, Web Applications Technician
Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Thea Quigley, Associate Dean, Career & Technical Education (CTE)
Chris Clarke, Executive Director, External Relations & Strategic Communications
Rebecca Goldware, Vice Chancellor, Institutional Advancement & Economic Development (IA&ED)
Mark Knight, Information Architect
Robert Degadillo, Assistant Professor, Applied Digital Art
Ashley Etchison, Dean of Instruction
Ruth Leal, Instructional Production Specialist
Robert Schmidt, Senior Public Affairs Officer

DISTRICT STAFF PRESENT

Renee Vigil, Executive Administrative Assistant to VC, IA&ED

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting called to order at 3:02pm.

APPROVAL OF MINUTES FROM FEBRUARY 5, 2024

Member Hansen motioned to approve the February 5, 2024 minutes and member Delgadillo seconded (9 ayes).

LIST SERVS

VC Goldware shared that the District IT has moved from manual lists to automatically opted lists at the hire date. The lists shared are hidden. Draft lists will be provided to the college representatives and specific for each group under the emails. The colleges need to determine the naming as the lists vary for naming with consistency. These lists are not moderated and the colleges need to affirm if the lists will be moderated or unmoderated. Opt-discuss is not moderated and is open for users to subscribe or unsubscribe. The drafts are templates for a starting place for the guidelines and the intent is dynamic (for updates and movement of employees). Member Quigley inquired what the review process is for Riverside City College and VC Goldware shared the general process. Member Hansen shared that she worked with District IT for replies to lists and how to opt-in to lists. It was discussed to include specific list serv administrators who help monitor list servs for feedback on this process as well.

SOCIAL MEDIA GUIDELINES

Executive Director Clarke discussed the Social Media Guidelines as it was read once with the DMCC previously and again with the committee again. Member Hansen suggested a rewrite of the text about the link to the RCCD website vs. adding a hyperlink. Member Hansen recommended to swap out ampersands with the word and to follow the brand and style guide; it was requested to hyperlink the Board policies. Member Hansen suggested to add a note about follow best practices about cybersecurity (change

passwords frequently, not linking accounts to personal information, etc.) and privacy policies. Member Clarke motioned to approve the Social Media Guidelines and member Hansen seconded (9 ayes).

RCCD CRISIS COMMUNICATION GUIDELINES

Executive Director Clarke shared that the goal is to reduce the original 700-page document to a simpler document. VC Goldware requested feedback on this document from the DMCC and this will go to the District Safety and Security Sub-Committee for District Strategic Planning Council. Member Hansen inquired if this document will be sent out to the safety employees, committees and other representatives to solicit feedback. Member Schmidt joined the meeting at 3:40pm.

MARKETING PLANS

Executive Director Clarke shared about the general awareness campaign and the survey request was successful with community feedback. A digital campaign will be started later in May for programmatic ads which features nursing and emergency personnel jobs. There social media ads being released as well and a follow up public engagement survey in June. There are more employer testimonial advertisements about the colleges' unique programs and employing students from the colleges. There is a Spanish brochure that should be ready for release in the fall and several performing arts teams have been assisting with feedback for this advertisement. Member Hansen commented about overall college information is limited and not heavily advertised on the website for Spanish speakers on the website. Member Delgadillo asked if this Spanish brochure would be available to advertise about all of the colleges and if there are any prints available for community meetings. VC Goldware requested these ads be sent to all of the colleges for feedback about the ads and any ads can be created through Creative Services as needed. Member Hansen request that the ad videos be shared to the college websites to help showcase the college programs.

ADJOURN

The DMCC meeting was adjourned at 4:05pm.