

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
September 13, 2024

COMMITTEE MEMBERS PRESENT

Rebecca Goldware, Vice Chancellor, Institutional Advancement & Economic Development (IA&ED)

Chris Clarke, Executive Director (ED), External Relations & Strategic Communications

Mark Knight, Information Architect

Jessica Vierra, Senior Public Affairs Officer

Leslie Vargas, Senior Public Affairs Officer

Robert Schmidt, Senior Public Affairs Officer

Robert Degadillo, Assistant Professor, Applied Digital Art

Brady Kerr, Assistant Professor, CTE, Music Industry Studies

Kaytlyn Blank, Certified Athletic Trainer

Patrick Scullin, Associate Professor, Applied Digital Media

Thea Quigley, Associate Dean, Career & Technical Education (CTE)

Tony Rizo, Multi-Media Graphic Artist/Web Technician

DISTRICT STAFF PRESENT

Daniel Gregory, Printing and Graphics Center Coordinator

Kris LoVerso, Senior Graphics Designer

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

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting called to order at 9:05am.

APPROVAL OF MINUTES FROM May 7, 2024

Member Kerr motioned to approve the May 7, 2024 minutes and member Schmidt seconded (10 ayes).

LIST SERVS

VC Goldware shared an update about the draft list serv guidelines that need to be determined as moderated and unmoderated. The moderator is explained and highlights how messages will be released. The lists will be going through the college process with the college's administration's involvement. The goal is to switch over to dynamic lists for when staffing changes occur vs. manual updates for the lists.

Member Vierra joined the meeting at 9:10am. Member inquired on where and how to start routing the lists at the colleges. Faculty lists should be talked about at the senates and the other lists should go to the college administration. Member Scullin asked when the dynamic lists will be activated and VC Goldware elaborated that the lists are ready. The question is when do they colleges want to start using the additional lists and/or activate the already available lists. There will be a webpage with a list of list servs for an at-a-glance. Member Vierra asked if there is a student list serv option and the feedback previously was that students don't want additional emails.

RCCD CRISIS COMMUNICATION GUIDELINES

This is part of the larger operations and emergency plan. This guideline is moving through the District Safety and Security sub-committee. There was discussion that the CTE deans be included in safety meetings on campus. The guideline was shared with a general overview of the document including RAVE messaging, press communication and contact list. Member Scullin motioned to approve the RCCD Crisis Communications Guideline to move forward with the document with Business and Financial Services and member Delgadillo seconded (11 ayes).

SOCIAL MEDIA GUIDELINES

ED Clarke joined the meeting at 9:30am and discussed the Social Media Guidelines for structure when posting things on social media. Member Vierra provided the most recent version of the guideline and member Kerr inquired if member Hansen's feedback was incorporated. Member Knight shared that this feedback was incorporated and added to the suggested section of the document. Member Vierra highlighted that the document is now more inclusive of the college and ensure the brand is being seen with social media. The guideline suggests that social media be used to stay active to encourage engagement. Member Kerr motioned to move the Social Media Guidelines forward as a resource available online and member Rizo seconded (12 ayes).

UPDATES

The list servs should be provided to the Academic Senate and District Strategic Planning Council. VC Goldware will send an update to the Academic Senate leadership. ED Clarke shared about a website update about best practices about social media, writing press releases, articles and photography guidelines (photo release form). VC Goldware wants to focus on how to better assist with the creative design and production side. Logo creation guideline and the process of how to update logos will be brought before the DMCC at the next meeting. Alumni is another subject that VC Goldware wants to be aware of connection with alumni and about community engagement. The DMCC was encouraged to share parking lot items to bring to future meetings. The college committee members provided campus updates with the group.

ADJOURN

The DMCC meeting was adjourned at 10am.