

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
October 25, 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
Robert Schmidt, Senior Public Affairs Officer
Robert Degadillo, Assistant Professor, Applied Digital Art
Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Patrick Scullin, Associate Professor, Applied Digital Media
Tony Rizo, Multi-Media Graphic Artist/Web Technician
Kaytlyn Blank, Certified Athletic Trainer

COMMITTEE MEMBERS ABSENT

Leslie Vargas, Senior Public Affairs Officer
Thea Quigley, Associate Dean, Career & Technical Education (CTE)

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 9:03am.

APPROVAL OF MINUTES FROM SEPTEMBER 13, 2024

Member Kerr motioned to approve the September 13, 2024 minutes and member Rizo seconded (8 ayes).

Member Blank joined the meeting around 9:10am. Member Clarke joined the meeting around 9:16am.

UPDATES

List servs were discussed. VC Goldware shared that Riverside City College (RCC) is discussing List servs at their Academic Senate. Moreno Valley College's (MVC) Academic Senate will be discussing list servs at their November 14, 2024 meeting. Norco College's (NC) item went to Academic Senate and member Kerr was waiting for feedback from leadership. List servs are on the RCC Senate meeting agenda for October 28, 2024 for questions and a vote to approve moderation. VC Goldware reiterated that the approvals are about the faculty list servs and not the administrative lists. VC Goldware inquired about how the administrative side will be reviewing the list servs and member Vierra shared that president Oliveros will follow up with VC Goldware. Member Kerr shared that VP James had a meeting about the list servs and was waiting for an update on next steps with NC. Member Delgadillo is unclear who to discuss this item with at MVC

and VC Goldware will follow up with Dr. Carter for next steps for the administrative portion. If lists are moderated, then the question is who are the moderators? It was discussed this could cause issues with moderators. The question is when to operationalize the list serves in the spring once presidents and Academic Senates approve.

Members Blank and Kerr shared that the new charter was approved at NC and the language was updated to go to the Resources council. Member Scullin shared that the Athletics program logos are being discussed for branding and create a proposal to fix things with the logos.

NEW SOCIAL MEDIA REQUEST FORM

Member Rizo discussed video size requirements within the form. Member Delgadillo asked about the campus highlight section and how to showcase campus items i.e. murals, faculty, etc.

REVISED PUBLICITY REQUEST FORM

PHOTOGRAPHY RELEASES

ADJOURN

The DMCC meeting was adjourned at 10am.