

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

September 26, 2025

<https://rccd-edu.zoom.us/j/82429861170?pwd=pnJdZiLwqh4Kv7JKGfqsuRN8LaIQnG.1>

COMMITTEE MEMBERS PRESENT

Ashley Etchison, Dean of Instruction
Chris Clarke, Executive Director, External Relations & Strategic Communications
Jessica Vierra, Public Affairs Officer
Lindsey Sweeney, Public Affairs Officer
Mark Knight, Information Architect
Patrick Scullin, Associate Professor, Applied Digital Media
Rebecca Goldware, Vice Chancellor (VC), Institutional Advancement & Economic Development (IA&ED)
Robert Delgadillo, Assistant Professor, Applied Digital Art
Thea Quigley, Associate Dean, Career & Technical Education
Tony Rizo, Multi-Media Graphic Artist/Web Technician

COMMITTEE MEMBERS ABSENT

Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Leslie Vargas, Public Affairs Officer

DISTRICT STAFF PRESENT

Kris LoVerso, Senior Graphic Designer
Renee Vigil, Executive Administrative Assistant to VC, IA&ED
Ruth Leal, Media Production Specialist

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting called to order at 9:02am.

APPROVAL OF MINUTES FROM SEPTEMBER 26, 2025

Member Scullin motioned to approve the September 26, 2025 minutes and member Clarke seconded (9 ayes).

LIST SERVS + HOW IT'S GOING

Member Goldware shared that the List Servs are going well. The hiccups have been resolved and there are a few backend issues being handled. The Faculty List Serv had to obtain access to send updates and the deans will not have access to that List Serv. The lists are now dynamic and have coding updates. Member Quigley followed up inquiring about the faculty list serv messages. Member Kerr and member Sweeney joined the meeting.

RCCD VIDEO STANDARDS AND GUIDELINES

Member Clarke shared the guidelines with the committee. ADA accessibility standards, Source Material Standardization, Mastering in HD (1080p), Downscaling for Deliverables, Encoding for Platforms, Quality Assurance (QA) and a Quick Reference Checklist are outlined. Several of the videographers and multi-media specialists assisted in the production of the guideline. Member Vierra inquired if this was focused on video only and member Clarke clarified this is focused on video but a photo guideline is being drafted.

LOGO CREATION PROCESS

There is no document to review yet and this is being worked on.

CAMPUS MAPS

Member Kerr shared there is a new building coming to campus in a year or two so no edits are needed to their map. Member Goldware inquired about Wayfinding and discussion took place about updating signage on campus. The 3D maps are available at each campus but the interactive maps can be confusing. There are various issues with the maps and member Goldware requested the DMCC inform the campus contacts to update the maps, source on the website, etc. for updates.

UPDATES

The District and colleges provided updates about the campuses, social media, newsletters and communication. Member Goldware shared updates about the Chancellor's focus on Dual Enrollment and enrollment numbers increasing. Photography was discussed and the Libris photo software was discussed.

ADJOURN

The DMCC meeting was adjourned at 9:50am.

DRAFT