

**DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
NOVEMBER 7, 2025**

COMMITTEE MEMBERS PRESENT

Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Chris Clarke, Executive Director, External Relations & Strategic Communications (ER&SC)
Jessica Vierra, Public Affairs Officer
Leslie Vargas, 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)
Salma Alfaham, Student
Thea Quigley, Associate Dean, CTE

COMMITTEE MEMBERS ABSENT

Ashley Etchison, Dean of Instruction
Robert Delgadillo, Assistant Professor, Applied Digital Art
Tony Rizo, Multi-Media Graphic Artist/Web Technician

DISTRICT EMPLOYEES PRESENT

Chris Rangel, Media Production Specialist
Kris LoVerso, Senior Graphic Designer
Renee Vigil, Executive Administrative Assistant

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting called to order at 9:02am. VC Goldware had the committee introduce themselves to one another.

APPROVAL OF MINUTES FROM NOVEMBER 7, 2025

Member Kerr motioned to approve the November 7, 2025 minutes and member Clarke seconded (10 ayes).

CAMPUS MAPS

Member Clarke inquired if the committee wants to establish guidelines and/or make updates to the current maps. Norco College (NC) likes their maps except that the digital map needs to be updated to match the flat map. Moreno Valley College's (MVC) flat map was updated recently and it matches the digital map. Guest LoVerso requested that updated maps are shared with the ER&SC team for future use, accuracy and catalog uses. It was discussed that there needs to be a process, flow and guidelines established for how maps are updated Districtwide. ER&SC formerly worked with Facilities for map updates and Janelle Wortman from Riverside City College (RCC) might have a draft process for map updates. Travonne Bell and Ron Kirkpatrick should be contacted for feedback about their map update process.

Member Clarke shared 3D maps have been created for the three colleges and the ER&SC team has not been directly involved in the creation of these historically as these are created by a third-party vendor. Campus tours maps are panoramic video production to walk from place to place like Google maps' street view and are contracted out for creation.

At the next DMCC meeting there will be a draft overall process/procedure and charge for all mapping which allows flexibility for campus tours which starts off flat maps. This will help with a central repository for maps and future use of the maps.

LOGO CREATION

Each campus has different logo creation processes and a guideline document would be helpful. The members discussed RCC does not have a logo policy, but RCC follows the Branding guideline and the Marketing committee assists with reviewing the logo requests. At MVC, Kris LoVerso works with the team on logo creation. NC is the only college that tried to establish a logo creation process but the Marketing committee has dissolved. It was agreed that there should be distinguishment of visual marks and logo creation Districtwide which will capture best practices, AI and the purpose of the logo.

PHOTOGRAPHY GUIDELINES

The District would like to establish an institutional focused photography guideline like the videography guidelines that were drafted. There is a draft procedure that is being reviewed by the ER&SC department for style, layout, copyright and printing. Member Vargas requested that naming be consistent with shortcut names, tagging and coding photos for easy access.

UPDATES

The college representatives shared updates about campus activities, marketing, advertising, enrollment campaigns, student focus and student support.

ADJOURN

The DMCC meeting was adjourned at 10:01am.