

## DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

APRIL 24, 2026

<https://rccd-edu.zoom.us/j/84884353398?pwd=xf45EfFzBEgK1zYzaf9tNEDDY916FR.1LndQuy6YG6xLOfnFPuEG.1>

**Charge:** In support of the RCCD District Strategic Plan, the District Marketing and Communications Committee (DMCC) will work to establish policies and procedures that will provide guidelines and standards for creating and producing marketing, advertising and strategic communications for the District and its colleges.

I. **Call to Order**

II. **Approval of Minutes**

a. Minutes from November 7, 2025

*Recommend Action: Approval*

III. **Topics for Discussion**

a. Campus Maps

b. Logo Creation

c. Photography

d. Website

IV. **Updates**

a. Moreno Valley College

b. Norco College

c. Riverside City College

d. District Office

V. **Future Agenda Items/New Business**

VI. **Completed Resources**

- [District Brand Guide](#)
- [MVC Brand Guide](#)
- [NC Brand Guide](#)
- [RCC Brand Guide](#)
- [Writing Style Guide](#)
- [RCCD Acronym Guide](#)
- [List Servs](#)
- [Graphic Design – Request Form](#)
- [Photography - Request Form](#)
- [Publicity - Request Form](#)
- [RCCD Video Standards and Guidelines](#)
- e. [Quality Assurance Guidelines and Best Practices for Graphic Design](#)
- f. [Crisis Communications Guidelines](#)
- g. [Social Media Guidelines](#)

VII. **Next Meeting**

May 8, 2026 at 1pm via Zoom

**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.

# **RCCD Map Guidelines (DRAFT)**

## **Official Maps**

Official maps of all District and college locations are the responsibility of the Facilities Department (Facilities) at each site. Because it's imperative to keep maps accurate for our students, as well as firefighters and paramedics during emergencies, the Facilities Manager or designee will ensure official maps are accurate and up to date.

## **Regular Review**

The Facilities Manager or designee will review the official maps annually (or more frequently if needed) to ensure it reflects the current physical status of the campus. Items that should be reviewed include:

- Buildings (new, offline, construction, etc.)
- Roads and parking lots
- Sidewalks, accessibility ramps
- Emergency phones
- Legend information
- Building acronym consistency with published class schedules

## **Updates**

Whenever a physical change occurs at a location that requires the map to be changed/updated, the Facilities Manager or designee will request a map modification through RCCD Creative Services. RCCD Creative Services will keep all original map files, and a graphic designer will update them as directed. Online campus 3D maps and virtual tours are maintained by college web application technicians, who will also be notified of changes and take the necessary steps to update those maps. Approved updated maps will be posted to all appropriate locations.

# **Riverside Community College District**

## **Logo Development and Usage Guidelines - DRAFT**

### **Purpose**

This document establishes clear standards for the development and use of logos in order to preserve the integrity of the district and college brands. Logos are high-impact visual assets that represent the institution's identity. They must be used appropriately, developed intentionally, and governed carefully to preserve the clarity, consistency, and credibility of the institutions' brands.

### **Definition of an Official Logo**

An official logo is a permanent, visual symbol that represents the college, the district, or an officially recognized division, program, or initiative. Official logos communicate institutional identity to the public and are intended for long-term use.

Because of their visibility and impact, official logos are considered strategic brand assets and their use and implementation are governed by the institution's brand guide. Official logos should be consistent with approved color palettes, typography, visual tone, and overall identity systems.

Official co-brand logomarks are also approved brand assets and typically used for institutional departments and offices.

Please reference the institution's brand guide for specific use and implementation details.

### **Non-Official Logos**

Non-official logos are typically developed for campaigns, college resources, groups, student organizations, etc. They may be public, inward-facing or project-specific. Non-official logos do not represent the college or district at an institutional level and should not be presented as official or permanent identifiers.

## Temporary Logos and Graphics

Temporary logos and graphics are illustrations, icons, promotional imagery, and one-time or limited-use visuals. This includes graphics created for events or used on a limited basis (1 year or less). Temporary graphics may be used in conjunction with an official logo.

Temporary graphics do not represent the college or district at an institutional level and should not be presented as official or permanent identifiers.

## Brand Alignment

Logos should align with existing college and district brand standards. Logos should support and complement the primary institutional identity. They must not misappropriate any official logo, or compete with, fragment, or misrepresent the institution's brand in any way.

## Review and Approval

All official logos must be reviewed and approved by a designated review committee, constituent group, or authorized brand authority prior to use. Each institution has developed a review and approval process to ensure that logos meet institutional standards for brand alignment, design quality, clarity of purpose, and appropriateness for public representation.

No official logo may be used or adopted without formal approval.

Non-official logos should be submitted to the district/college public affairs officer or authorized brand authority for informal review to ensure brand alignment.

Temporary graphics do not require formal review/approval, but it's recommended that the district/college public affairs officer or authorized brand authority review them for brand alignment.

Any logo or graphic intended for external use (including social media) should be reviewed by the district/college public affairs officer or authorized brand authority prior to use.

\*District-related logos will be created and/or reviewed by the External Relations & Strategic Communications department and submitted to DMCC for approval.

## **Design Quality Standards**

Logos must:

- meet a high standard of professional design quality
- be conceptually clear, visually strong, and technically sound
- reflect the professionalism, credibility, and values of the institution
- reproduce effectively across all types of applications, including digital and print
- be a digital vector graphic, saved in .eps or .ai file format

Effective logo design attributes:

- versatility – a logo should work in multi-color, 1-color, black or white, and be legible at any size.
- simplicity – a logo should be easy to recognize and reproduce; avoid overly detailed graphics, too many colors, complex gradients and photographic images
- implementation – different versions of the logo should be developed to fit horizontal, vertical, and square environments
- unique – do not replicate the characteristics of other brands
- timeless – avoid short-term trends
- inclusive and appropriate for a public educational institution

# RCCD Web Guidelines, Standards, and Governance Framework - DRAFT

## Purpose

District and College websites serve as official communication channels representing the institution to a diverse audience, including current students, prospective students, employees, and the public.

This document establishes baseline standards for the creation, management, and governance of web content across the Riverside Community College District (RCCD). These standards are intended to ensure that all web properties:

- Provide accurate, timely, and accessible information
- Support student success and institutional goals
- Maintain a consistent, professional, and user-centered digital presence
- Comply with applicable legal, regulatory, and policy requirements

Each college may establish additional procedures, workflows, and standards that align with this framework and their own institutional goals.

## Scope

These guidelines and standards apply to:

- All District and College websites
- Departmental, program, and service webpages
- Official web-based applications and digital content
- All individuals responsible for creating, editing, approving, or maintaining web content

This document does not apply to:

- Instructional content delivered through approved learning management systems
- Personal or non-official webpages not representing the institutions

## Definitions

- **Accessibility:** The practice of designing and developing digital content that can be used by individuals of all abilities, in compliance with applicable laws and standards, including Title II of the ADA, Section 508, and WCAG 2.1 Level AA.

- **Audience:** A group of users for whom content is intended (such as prospective students, current students, employees, or community members).
- **Content (also Digital Content):** All information distributed through any web or digital platform, including text, images, documents, audio, video and interactive elements.
- **Content Contributor:** An individual authorized to create or edit content, typically within a defined area of responsibility.
- **Content Owner:** An individual responsible for the accuracy, quality, and approval of content within a specific department, program, or functional area.
- **Content Management System (CMS):** A software platform used to create, manage, and publish digital content without requiring advanced technical knowledge.
- **Information Architecture:** The organization, structure, and labeling of content to support usability, navigation, and findability.
- **Official Website:** Any website or webpage that represents the District or its Colleges, or function there within, and is hosted on approved institutional platforms or domains.
- **Public-Facing Content:** Content that is accessible to anyone without authentication and intended for a general audience.
- **Search Engine Optimization (SEO):** the practice of creating and optimizing relevant, authoritative content in a way that helps visitors (and search engines) find answers to queries.
- **User Experience (UX):** The overall experience of a user interacting with a website, including usability, accessibility, and satisfaction.
- **Web Administrator:** The designated role responsible for maintaining web systems and enforcing web standards, with authority over publication as it relates to compliance, usability, and technical requirements.
- **Web Governance:** The framework of roles, responsibilities, standards, and processes used to manage and oversee web content and systems.
- **Web Standards:** Established requirements and best practices for web content, including accessibility, design, usability, performance, and compliance.
- **Website:** A collection of related web pages and digital content under a common domain representing the District or its Colleges.

## Guiding Principles

All District and College web content should be:

1. **User-Centered:** Designed to meet the needs of the intended audience
2. **Accessible:** Usable by individuals of all abilities
3. **Clear and Concise:** Written in plain language and easy to understand
4. **Accurate and Current:** Regularly reviewed and maintained
5. **Consistent:** Aligned with institutional voice, branding, and structure
6. **Usable:** Designed for intuitive navigation across devices

# Web Governance

RCCD maintains a distributed web governance model:

- The District establishes baseline standards for accessibility, compliance, and security.
- Colleges are responsible for brand alignment, implementation, content management, and local workflows.
- Where applicable, a designated governance body or advisory group provides oversight, prioritization, and policy updates.

Each RCCD location may define approval processes, publishing workflows, and design standards consistent with this policy.

## Roles and Responsibilities

Responsibility for web content is shared across three roles:

<b>Web Administrator</b>	<b>Content Owners</b>	<b>Content Contributors</b>
Designated authority responsible for: <ul style="list-style-type: none"><li>• Maintaining web platforms, templates, and functionality</li><li>• Ensuring adherence to web standards, design and user experience</li><li>• Supporting users and providing technical guidance</li><li>• Monitoring website performance, security, and stability</li></ul> Web Administrators may require modification, delay, or deny publication of content that does not meet established standards.	Typically area managers responsible for: <ul style="list-style-type: none"><li>• Accuracy, quality, and timeliness of content within their area</li><li>• Approving content prior to publication</li><li>• Ensuring compliance with District policies and standards</li></ul>	Individuals designated to create or update content who are responsible for: <ul style="list-style-type: none"><li>• Maintaining accurate and user-focused information</li><li>• Following accessibility, content, and design standards</li><li>• Coordinating with content owners for approvals</li></ul>

The Web Administrator has authority over the publication of content on District and College websites. All content is subject to compliance review by the Web Administrator prior to publication. This authority does not supersede the content owner’s responsibility for the accuracy and subject-matter integrity of content.

## Accessibility Compliance

All digital content must comply with applicable accessibility laws and standards, including:

- Title II of the ADA, including Subpart H

- Section 508 of the Rehabilitation Act
- California Government Code sections 7405 and 11135
- WCAG 2.1 Level AA or higher

Accessibility is a shared responsibility across all roles involved in web content creation and management.

## Accessibility Requirements

At minimum, web content must:

1. Provide text alternatives for non-text content (e.g., images, buttons)
2. Ensure sufficient color contrast and readability
3. Use properly structured headings and semantic markup
4. Include captions or transcripts for multimedia
5. Use descriptive link text
6. Avoid reliance on color alone to convey meaning
7. Ensure compatibility with assistive technologies

Content that cannot be made accessible must not be published.

## Digital Content Standards

All web content must:

- Be accurate, current, and aligned with institutional messaging
- Use plain and inclusive language that is clear and understandable
- Be structured for readability and scannability
- Avoid duplication of information
- Link to official sources rather than recreating content
- Follow consistent formatting and naming conventions

Content should prioritize user tasks and outcomes over organizational structure.

Sites should be organized to support user needs and navigation should reflect common user journeys rather than institutional hierarchy.

The Web Administrator or designated authority is responsible for maintaining a coherent and user-centered information architecture.

## Content Lifecycle Management

All web content must follow a defined lifecycle:

- **Create:** Content is developed with user needs, accessibility, and clarity in mind
- **Review and Approve:** Content is approved by a designated content owner
- **Publish:** Content is published through approved systems

- **Maintain:** Content is periodically reviewed for accuracy and relevance
- **Retire:** Outdated or unnecessary content is updated or removed

Each RCCD location may define its own review schedules and audit processes.

## Unsupported and Restricted Content

The following content types must not be hosted on public-facing websites:

- Non-public or restricted-access content
- Content that violates laws, regulations, or institutional policies
- Personal or confidential information for any student or employee
- Content that cannot meet accessibility requirements
- Large or unoptimized media files unsuitable for web delivery
- Instructional course materials intended for enrolled students (use approved instructional platforms)

## Styles, Branding and Design

The District and each college have developed website templates and styles to ensure alignment with brand standards through the consistent use of approved logos, colors, typography, navigation and layout structures. All websites and pages must adhere to and use:

- Approved template and layouts
- Defined site styles, including typography, colors, and visual hierarchy
- Integrated CMS widgets and design elements
- Responsive design for mobile and multiple device types

Colleges may establish additional design standards consistent with these guidelines.

## Multimedia and Files

All multimedia and downloadable content must:

- Meet accessibility standards (e.g., captions, accessible documents)
- Be optimized for performance and file size
- Use approved and widely supported formats

When possible, content should be presented as web pages rather than downloadable files.

## Data Privacy and Security

Websites must comply with applicable privacy and data protection requirements.

- Personal or sensitive information must not be collected or stored without approved processes
- All data collection must align with institutional policies and applicable laws (e.g., FERPA where applicable)
- Only approved third-party tools and services may be used
- Websites must not expose confidential or restricted information
- Regular backups of all system information should be maintained by the web host and periodic local backups kept by the site's Web Administrator

## **Third-Party Websites, Tools and Integrations**

All third-party websites, tools, plugins, or integrations must:

1. Meet accessibility standards
2. Meet security and privacy requirements
3. Be reviewed and approved through appropriate institutional processes
4. All content must meet minimum accessibility standards

## **Search Optimization and Findability**

Content should be structured to support search and discovery:

- Use clear, descriptive page titles and headings
- Add your main keyword(s) early on in your content
- Create high-quality, useful content
- Avoid duplicate or redundant content
- Organize content logically for both users and search engines
- Metadata should include unique, descriptive titles and descriptions for every page.
- Keep meta titles under 60 characters with primary keywords first, and craft actionable meta descriptions between 120-160 characters.

Search optimization should prioritize user needs and clarity over keyword manipulation.

## **Analytics and Continuous Improvement**

Web analytics should be used to:

- Understand user behavior and improve user experience
- Identify outdated or underperforming content
- Support data-informed decision-making

Data collection must comply with established privacy and security standards.

# Training and Support

The District and its colleges are responsible for ensuring that individuals involved in web content management:

- Receive appropriate training in accessibility, content standards, and web tools
- Understand their roles and responsibilities
- Have access to ongoing support and resources

# Compliance and Enforcement

The District and Colleges reserve the right to:

- Remove or restrict content that does not meet standards
- Require updates or corrections to non-compliant content
- Enforce policies in accordance with institutional procedures

# Related Policies and Guidelines

- RCCD Privacy Policy: <https://rccd.edu/privacy.html>
- Accessibility policies and procedures:
  - AP 2720A (<https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2720A.pdf>)
  - BP 2725 (<https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2725.pdf>)
- Copyright and intellectual property policies:
  - BP 2710 (<https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2710.pdf>)
  - BP 2750 (<https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2750.pdf>)
- Social Media Guidelines
  - [https://rccd.edu/admin/iaed/sc/documents/guidelines/Social\\_Media\\_Guidelines.pdf](https://rccd.edu/admin/iaed/sc/documents/guidelines/Social_Media_Guidelines.pdf)
- Writing Style Guide
  - [https://rccd.edu/admin/iaed/sc/documents/guidelines/RCCD\\_Writing\\_Style\\_Guide.pdf](https://rccd.edu/admin/iaed/sc/documents/guidelines/RCCD_Writing_Style_Guide.pdf)
- Brand Guide
  - [https://rccd.edu/branding/documents/RCCD\\_Brand\\_Guide.pdf](https://rccd.edu/branding/documents/RCCD_Brand_Guide.pdf)

# Review and Updates

This document will be reviewed periodically and updated as needed to reflect changes in laws, regulations, or standards; advances in technology and best practices; and institutional priorities.