

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
March 13, 2025
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Kristi Woods, Management

Daniel Gregory, Classified Professional

Attendees: Patrick Scullin, Daniel Gregory, Kris LoVerso, Chie Ishihara, Liz Lecona, Kristi Woods, Jennifer Bielman, and Thea Quigley

The meeting commenced at 12:52 pm.

Old Business:

Consolidated service requests

- Daniel shared that confusion persists between print and design requests.
- Printing requests should be submitted through the Printing website.
- Design-only (especially digital) requests should go to Creative Services, which currently does not have a public-facing request form.
- This has caused uncertainty among users about where to submit requests.
- Daniel and Kris are collaborating to simplify the process and improve communication.
- Liz shared that Natalie had success with Concur training videos, suggesting that short, clear instructional videos could also support printing services training.

Mini brand guide

- Patrick noted that the Mini Brand Guide would be tabled for now and revisited later.

New Business:

Athletic branding plan

- Patrick acknowledged ongoing confusion around athletic branding and stated that focus groups with Athletics and ASRCC are planned.
- The committee will be asked to review and provide feedback on potential branding solutions.
- Liz noted that the "Lamp of Learning" logo is available in JPEG, PNG, and EPS formats. The athletic seal is more restricted to prevent misuse.

Fall FLEX?

- There was discussion on presenting on Printing/Branding during FLEX.

Printing Services Promotional Printing Training

- Daniel explained the historical context: the printing website launched in Fall 2019 but was underutilized due to the pandemic.
- Since returning to campus, the volume of printing requests has increased, along with confusion about where to submit them.
- Daniel reported on a recent Promotional Printing Showcase held at the end of February at the Riverside campus.
- The event was designed to educate the campus community about available promotional print items and how to order them through Printing Services.
- Daniel emphasized that the event was a great success, with attendees gaining hands-on exposure to available products.
- The team was able to clarify printing procedures in person, which reduced confusion and improved understanding.
- There is strong interest in continuing such events at other campuses to further increase awareness and engagement with Printing Services.

Update Website Branding Kit (JPG, PNG, EPS)

- Daniel mentioned ongoing work with the “You Matter” logo, noting file format limitations (available in PNG but not EPS).
- Kris offered assistance with accessing RCC logo files, indicating she can provide any format as needed.
- Liz reiterated the availability of key branding assets in multiple formats, including JPG, PNG, and EPS.

Ongoing Business:

Co-branded logo requests (case studies)

Welcome Day:

- Kris explained that she has worked with Dr. Thomas Cruz-Soto’s Student Services team for several years to design and distribute free Welcome Day t-shirts to students and their families.
- Last year’s shirt included tiger claw marks and a vintage aesthetic referencing RCC’s founding in 1916, with “Tiger Pride” text on the back.
- Some past t-shirts were noted to lack official branding, raising consistency concerns.
- She is currently collaborating with Dr. Noemi Alexander on a new design (Loteria card design) for the upcoming year that and the committee reviewed the design and provided suggestions.
- The group discussed balancing branding requirements with creative expression and community appeal.
- The team acknowledged that shirt printing should align with RCC brand guidelines while still allowing for engaging, student-centered designs.

Equity in marketing (open discussion)

- A question was raised about a student club’s logo that included “RCC” in its design, prompting discussion about proper branding use.
- Patrick clarified the policy: Student clubs may not use “RCC” or “Riverside City College” in their logos unless the logo has been officially approved by the marketing committee.

- Clubs may use their own names and designs, but branding that includes the college's name must be vetted to avoid confusion with official college messaging.
- The goal is to maintain brand consistency and avoid misrepresentation of the institution

DMCC report out

- Social Media Policy: The district has established policies for social media use and violating these policies can result in disciplinary consequences.
- Student associations and clubs are encouraged to seek training or district support for managing social media appropriately.
- Emergency Communications: The committee reviewed protocols for emergency messaging across the district.
- Patrick emphasized that addressing equity issues, particularly in communications, is an important ongoing responsibility for the community.

Brand Guide

- No discussion.

Meeting adjourned at 1:50 pm.