



**Riverside City College
Marketing Resources Committee (MRC)**

Agenda

March 13, 2025

12:50pm-1:50pm

Zoom

- I.** Discussion of minutes from the November 14, 2024 meeting
- II.** Old Business
 - a. Consolidated service requests
 - b. Mini brand guide
- III.** New Business
 - a. Athletic branding plan
 - i. Develop
 - ii. Refine
 - iii. Present
 - iv. Implement
 - b. Fall FLEX??
 - c. Printing Services Promotional Printing Training
 - d. Update Website Branding Kit (JPG, PNG, EPS)
- IV.** Ongoing Business
 - a. Co-branded logo requests (case studies)
 - i. Welcome Day Tee
 - ii. Makerspace
 - b. Equity in marketing (open discussion)
 - c. DMCC report out
 - d. Brand Guide
- V.** Next Meeting: 5/8/25
- VI.** Adjourn