



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

**Agenda**

**October 13, 2022**

**1pm-2pm**

**Zoom**

- I.** Approval of minutes from the September 8, 2022 meeting
- II.** Old Business
  - a. Brand Guide 2.0
    - i. Logo Guidelines and Logo Update Strategy
    - ii. Developing Marketing Best Practices Tip Sheet
  - b. Consortium Media Preference Survey
- III.** New Business
  - a. Tiger Bedazzle for Website
    - i. Event Calendar – Student Submissions
  - b. Home Page Carousel
  - c. Staff Directory
- IV.** Equity in Marketing
- V.** Adjourn