

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
November 10, 2022
1pm-2pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty
Dr. Kristine Di Memmo, Management
Natalie Halsell, Classified Professional

Attendees: Patrick Scullin, Tucker Amidon, Natalie Halsell, Daniel Gregory, Steven Mahpar, Kris LoVerso, and Jennifer Bielman

The meeting commenced at 1:06 pm.

Approval of minutes: October 13, 2022 minutes approved by consensus.

Old Business:

Media Preference Survey

This is on hold until a new project lead is identified or the committee may choose to drop the project.

Brand Guide 2.0

Patrick is still working on some updates for the committee to review before the end of the semester. Patrick will create a shared document so everyone can work on it. A marketing best practices sheet to support departments will be created after the guide is complete.

Tiger Bedazzle for Website

The committee needs to come up with a system that identifies a calendar of events and determines how often the logo will be changed. The focus should be on cultural events. Liz Lecona may have a calendar of events for the campus. The committee reviewed the Master Calendar of Observances to determine which observances to create logos for. The committee will determine the observances for 2023 at December's meeting.

Mailers

The district is pushing for advertising mailers/catalogs. The committee is against mailers without data to show their effectiveness. Targeted advertising would be preferable.

New Business:

EOPS Business Card

The committee reviewed an email from an EOPS counselor regarding a custom logo for letterhead. Custom logo requests must be for official RCC affiliations/partnerships and it is unclear if the EOPS request is official. The request was denied.

Equity in Marketing:

Website Translation

It was brought up in the student equity committee that RCC is a Hispanic-serving institution but there is nothing Spanish on the RCC website. Can the website have a banner that points to Google Translate for those who need the website translated into Spanish? Natalie will talk to Liz Lecona and Leo Pan regarding this request.

Meeting adjourned at 1:52 pm.