

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
April 21, 2022
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Dr. Gregory Anderson, Management

Natalie Halsell, Classified Professional

Attendees: Natalie Halsell, Patrick Scullin, Peggy Lomas, Tucker Amidon, Mehran Mohtasham, Gregory Anderson, Steven Mahpar, Kristine DiMemmo, and Jennifer Bielman

The meeting commenced at 12:51pm.

Approval of minutes: March 10, 2022 minutes approved by consensus.

Old Business:

Getting the Marketing Survey out to Students

The committee reviewed the first draft of the RCC Student Marketing Survey. It was suggested that student representatives (contact Deborah Hall and Megan Bottoms) and RCC's research professionals (Brandon Owashi and Wendy McEwen) should review the draft survey and provide suggestions. It was also suggested that "Social Media" answer selections should be broken down further. The two main goals of the survey are to determine students' preferred communication methods and which logo/graphics students would like to see represent the college.

Committee Bylaws

MRC bylaws have been completed and updated to the most recent template. RDAS approved the template for all resources committees. The bylaws will eventually be included in the Strategic Planning Handbook.

Finalizing Style Guide

The committee reviewed the latest Logo and Brand Guidelines 1.0. The mission, vision, and values were added to the 1.0 version per the request of stakeholders. MRC will work on a 2.0 version moving forward. For the 2.0 version, the committee will work on cleaning up identity marks, formalizing the language for departments using identifying marks, and adding a timeline for revisions/updates. The goal is to start working on 2.0 in the fall.

Marketing Update

Dr. DiMemmo talked about a Marketing Plan that outlines what the college's enrollment strategies are for each semester. The goal is to find opportunities to research effective marketing strategies and align the Marketing Plan with the college's Strategic Plan. There would be an annual assessment of the college's marketing strategies and on how effective they are in connecting with RCC's communities. MRC members shared effective tools for reaching out to students and increasing enrollment: direct communication, community connections, campaigns, short videos on social media/in theaters, present RCC as a premier employer, and more online sections.

Follow-up Discussion: Equity in Marketing:

It has been pointed out that one of the banners around campus depicts an African American woman in an orange jumpsuit, which has a negative connotation. It has since been removed. RCC must pay attention to this type of imagery when developing new marketing strategies.

A 16-page marketing mailer has been completed and will go out to 132,000 homes in May within the services area.

Meeting adjourned at 1:50 pm.