Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
May 12, 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, Angelina Alcantar, Daniel Hogan, Gregory Anderson, Kris Loverso, Mehran Mohtasham, Jennifer Bielman, and Steven Mahpar

The meeting commenced at 12:51pm.

Approval of minutes: April 21, 2022 minutes approved by consensus.

New Business:

Guest: Daniel Hogan – HRC Project
Marketing Resources Committee and Human Resources Committee will work together on a project for recruitment practices and ensuring equity. The goal is to create marketing recruitment videos that talk about RCC's mission and history, followed by customizable videos that focus on the type of employee, the division/department, and then the specific position. Each video segment can be combined as needed.

Old Business:

Marketing Survey for Students
Wendy McEwen was consulted on the survey and suggestions were provided. The committee members will review the survey one more time before sending it to students within the next two weeks. Further comments/edits were made by committee members during the meeting. The survey will stay open to students over the summer.

Brand Guide 1.0 Approved
RDAS and EPOC approved Brand Guide 1.0. The next step is to disseminate it and start the process of educating people on logo usage to ensure brand compliance. In Fall, the committee will start writing the outline of Brand Guide 2.0 with comments from a few constituent groups, i.e. department chairs, EPOC, and so on. The marketing team has developed a brand presence on the RCC website (rcc.edu/brand). You can download the brand guide and fill out a request for

marketing on the site. The goal is to start building a branding toolkit that has PowerPoint templates, Dos and Don'ts, and so on. The committee needs to decide which person or entity will decide which department/program custom logos are approved/denied.

Marketing Update

There are many strategies being finalized with the marketing department that will be shared with MRC once completed. Billboards, movie theaters, mailers, and social media are still being utilized for advertising.

Equity in Marketing

More RCC advertising and social media posts should be translated into Spanish.

Ending comments: MRC should work on a marketing best practices workshop for the campus community. RCC should encourage more marketing for high school/RCC events. Send any student willing to be recorded to the marketing department to utilize for marketing videos.

Meeting adjourned at 1:50 pm.