

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
September 8, 2022
1pm-2pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Dr. Kristine Di Memmo, Management

Natalie Halsell, Classified Professional

Attendees: Natalie Halsell, Patrick Scullin, Kristi Di Memmo, Tucker Amidon, Peggy Lomas, and Steven Mahpar.

The meeting commenced at 1:05 pm.

Approval of minutes: May 12, 2022 minutes approved by consensus.

Chair Report:

For two years in a row, Riverside City College won the Press Enterprises' best community college award.

Old Business:

Marketing Survey Results

There were over 200 student responses to the survey. The Tiger was the most recognized icon for the college, with the Lamp of Learning coming in second. Students felt that the "RCC" letters or monogram best represent RCC. The Quad architecture and the Mission Bell (Raincross) came in second. The marketing team is working on customizing the RCC logo based on upcoming celebrations, similar to Google Doodle. This custom logo can be changed on the website, the Brand Guide, and on RCC apparel. Students prefer that RCC use Instagram for social media communication, however, they still prefer campus email as primary communication from RCC. The marketing team will be changing the home video on the RCC website into advertising for college events and announcing important dates. MRC will need to create website carousel advertising criteria for those who will want to advertise on the website.

Brand Guide 2.0

Patrick has been collecting examples of other college brand guides to help direct MRC while writing RCC's brand guide 2.0. Other sections that can be added to the 2.0 brand guide include novelty items and templates (PowerPoint, signature lines, and letterhead). Patrick volunteered to start working on the criteria language.

New Business:

Staff Directory Update

The marketing team is working on updating the staff directory with updated photos and information.

Logo Requests

MRC went over the Outdoor Plant Lab custom logo request and PERC (Pathways Engagement, Resource, and Course) button graphic request. The committee went over what the criteria should be in making decisions for logo approval. It should depend on the formality and longevity of the logo being requested. The Outdoor Plan Lab logo should have the same font as the RCC logo and use the RCC lamp logo without the college name spelled out to simplify it. There are no concerns about the PERC button graphic.

Ending comments: The Desert Regional Consortium offered RCC to be a part of a media preference survey for all of RCC's continuants. The spring survey is due February 14th. MRC has agreed to work on this.

Meeting adjourned at 1:50 pm.