

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
October 10, 2024
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Dr. Kristine Di Memmo, Management

Daniel Gregory, Classified Professional

Attendees: Patrick Scullin,

Chie Ishihara, Deb Ferguson, Daniel Gregory, Chie Ishihara, Leslie Vargas, John Matsuzaki, Liz Lecona, and Kris LoVerso

The meeting commenced at 12:51 pm.

Information Item:

No discussion or edits for the September 12, 2024 minutes.

Old Business:

Brand Guide 2.0 Update

Patrick is editing as needed but the Brand Guide is complete.

Marketing Campaign Update

There has been positive feedback on the You Matter campaign. All You Matter marketing assets have been placed in Canva and they are also available on the RCC website under the Brand page.

Today was the official launch of the Riverside Monopoly game at Riverside Convention Center. RCC has a square in the education section.

Canva Templates

There are different types Canva accounts, one account is called a designer account. The hope is to purchase more accounts to distribute.

New Business:

Consolidated Service Requests

Patrick and Daniel are still working on creating a method for a 1-stop service request process that can then be routed to printing or creative.

Publishing Brand Guide and assets on RCC website

Already discussed.

Recorded by Jennifer Bielman

Legal disclaimers and logo usage

Kris would like to do an email blast on the correct use of logos and legal disclaimers to help mitigate the corrections needed before printing. Patrick suggests that a tab be added under Brand on the RCC website that goes over disclaimers. Also, the committee could send an awareness email about the marketing resources and disclaimers on the website. Leslie and Liz can present on resources to departments. Printing can do a showcase and workshops for printing resources and create a cheat sheet for who to go to for which services. Committee members will collaborate to figure out how to move forward, with first presenting at Spring Flex and sending an email blast.

Athletic branding plan (Action item)

Patrick motioned to form a committee to explore the revision of the athletics and ASRCC brand. Passed unanimously. The committee will be formed offline.

Ongoing Business:

Co-branded logo requests (case studies)

Liz presented a Chick-fil-A flyer that had an incorrect title for a RCC department. Marketing student employees could help make templates that the campus can use for marketing purposes.

Equity in Marketing (open discussion)

No discussion.

DMCC report out

Servers are being updated so everyone will be sorted into the right listservs.

Meeting adjourned at 1:50 pm.