

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
November 14, 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, Jessica Vierra, Megan Bottoms, Thea Quigley, Deb Ferguson

The meeting commenced at 12:51 pm.

Old Business:

N/A

New Business:

Consolidated service requests

No discussion

Athletic branding plan

A team has been formed to update the Tiger logo and graphics for Athletics, with the hopes of creating a template that can then be used for ASRCC.

Mini brand guide

The goal is to create a mini brand guide that has resources that can be connected back to Canva and be shared easily. Chie suggested presenting the Brand Guide and Canva options at Spring Flex.

Other Discussion

How can the committee help ASRCC with graphics? The ASRCC Director of Public Affairs is helping with graphics. Deb is here to help with any graphic needs.

Thea mentioned at her previous job, students were able to get business cards that said student as occupation. ASRCC has business cards, but not other students. Many students use digital business cards. Maybe we can work with career services to include this option as a part of a student package.

Ongoing Business:

Co-branded logo requests (case studies)

No discussion

Recorded by Jennifer Bielman

Equity in marking (open discussion)

No discussion

DMSS report out

No discussion

Brand Guide

No discussion

Meeting adjourned at 1:20 pm.