

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
March 14, 2024
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Dr. Kristine Di Memmo, Management

Vacant, Classified Professional

Attendees: Patrick Scullin, Jodi Julian, Daniel Gregory, Chie Ishihara, Leslie Vargas, Kris LoVerso, John Matsuzaki, Kevin Mayse, and Thea Quigley

The meeting commenced at 12:55 pm.

Information Item:

No discussion or edits for the November 30, 2023 minutes.

Old Business:

Brand Guide 2.0 Update

The committee members reviewed the updated draft. A section called Project Guide was added to the guide, which addresses how to request marketing services to start a creative project. The committee went over the Extended Brand page and how it would work for departments/areas who want services. The goal is to get the guide approved by our next meeting.

Marketing Campaign Update

Photos are still being taken for the campaign. The goal is to have the campaign implemented by fall 2024. The college voted for the slogan “You Matter” and the clock tower imagery.

New Business:

There was a discussion on integrating creative services into the Help Desk. Patrick will follow-up on this idea.

Equity in Marketing (Open Discussion):

N/A

Meeting adjourned at 1:38 pm.