

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
September 12, 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, Kris LoVerso, John Matsuzaki, Liz Lecona, Leslie Vargas, Megan Bottoms, Jennifer Bielman, and Thea Quigley

The meeting commenced at 12:51 pm.

Information Item:

No discussion or edits for the May 9, 2024 minutes.

Old Business:

Brand Guide 2.0 Update

The Brand Guide has been approved by the Leadership Councils and will be published on the RCC website. The Guide is a living document and will be edited as needed.

Marketing Campaign Update

The new banners are taking longer than expected to be hung due to measurement issues. People have provided positive feedback so far. There is a lot of “You Matter” swag available for giveaways, raffles, and so on. RCC billboard advertising has been updated to “You Matter” content.

Canva Templates

There are 50 Canva accounts distributed so far. The accounts have various assets uploaded into them, including a brand kit of logos, color palettes, and social media banners. Using general emails for the accounts are encouraged to help avoid complications with sharing accounts.

New Business:

Consolidated Service Requests

The committee discussed the development of a Consolidated Service Request for a one-point contact for orders on printing, design, and marketing, which would include the district creative services and printing services.

Publishing Brand Guide and assets on RCC website

The committee discussed the progress of publishing the Brand Guide and assets on the RCC website.

Standing Items:

Co-branded logo requests (case studies)

The committee reviewed logos submitted by several RCC departments. They agreed that these logos should be used alongside the official RCC logo and should be accessible both internally and externally. The team also discussed the importance of identifying the college in the logos to avoid confusion.

Equity in Marketing (open discussion)

It was suggested that the Tiger Doodles could be created by students through a contest submission process to get them more involved in the process. The winners would receive swag. However, the committee agreed the top-left corner of the website should be reserved for the primary logo and the Tiger Doodles are reserved for events and social media.

DMCC report out

N/A

Meeting adjourned at 1:53 pm.