

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
December 9, 2021
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Chip West, Management

Natalie Halsell, Classified Professional

Attendees: Chip West, Natalie Halsell, Patrick Scullin, and Jennifer Bielman

The meeting commenced at 12:55pm.

Approval of minutes: November 18, 2021 minutes approved by consensus.

Discussion Items:

Marketing Survey

The committee went over the edited version of the RCC Branding Survey. The survey will be generated in Microsoft Forms. Patrick will email the survey to faculty, Natalie will email the survey to classified professionals, and Chip will email the survey to managers. The committee will reach out to RDAS LC contacts to send the survey to students. The goal is to send out the survey by next week and to go over the results in February.

Branding

Patrick presented preliminary tiger drawings for RCC branding.

Meeting adjourned at 1:30 pm.