

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
April 1, 2026
11:00am-12:00pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty
Dr. Kristine Di Memmo, Management
Daniel Gregory, Classified Professional

Attendees: [Not recorded]

The meeting commenced at 11:00 am.

Information Item:

The committee reviewed the previous meeting minutes. No edits or corrections were recorded.

New Business:

Updated Athletic Brand Presentation

The committee reviewed the updated RCC Athletics brand presentation and provided positive feedback on the direction and key points presented. The athletic brand development process included staff, faculty, and student feedback to address growing concerns about the old and limited athletics brand. The presentation outlined a process to develop, refine, present, and implement an updated athletic identity. Based on the committee feedback, the next step is to take the athletic brand update to EPOC for review and discussion.

Spring 2026 FLEX Presentation Report

In partnership with Printing Services, the committee developed and presented a 2026 FLEX presentation to help departments better understand and use RCC printing and design services. The presentation also introduced and reinforced college branding guidelines so departments can create materials that are consistent with the RCC brand.

Spring 2026 Printing Services Showcase Event Report

The committee discussed the Spring 2026 Printing Services Showcase as another opportunity to introduce departments to available printing and design resources and encourage consistent use of college branding.

Ongoing Business:

Co-branded Logo Requests

The committee continued discussion of co-branded logo requests and case studies for departments and programs seeking identities that work within RCC branding guidelines.

DMCC Report Out

The DMCC report out remained an ongoing committee item.

Brand Guide

The Brand Guide remains an ongoing resource for supporting consistent college branding and communication.

Recorded by Jennifer Bielman

Old Business:**Consolidated Service Requests**

Consolidated service requests remained an ongoing item for coordinating access to marketing, design, and printing support.

Mini Brand Guide

The committee continued discussion of a simplified mini brand guide to make essential branding standards easier for departments to reference and use.

Open Forum:

No additional items were recorded.

Next Meeting:

Fall 2026

Meeting adjourned at 12:00 pm.