

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
March 10, 2022
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Chip West, Management

Natalie Halsell, Classified Professional

Attendees: Natalie Halsell, Patrick Scullin, Peggy Lomas, Tucker Amidon, and Jennifer Bielman

The meeting commenced at 12:51pm.

Approval of minutes: December 9, 2021 minutes approved by consensus.

Discussion Items:

Getting the Marketing Survey out to Students

The committee discussed the results of the marketing survey that was completed by employees but not students. The RCC Tiger, Lamp of Learning, Quad, and RCC monogram were the most popular answers for the most recognized and most associated icons of RCC. The survey will be sent out to students next. Wendy McEwen will be contacted for help. The survey was altered by the committee to better relate to the students.

Committee Bylaws

The bylaws template was reviewed. The committee will update the bylaws with MRC language and the committee purpose and send to RDAS for approval.

Finalizing Style Guide

Peggy will forward the Brand Guide to review the edits so far. The committee will confirm the language, logo colors, and co-branding parameters. Once the guide is approved through the leadership councils, the committee will continue to revise for the final version.

Marketing Update

The District would like RCC to create a 16-page advertising mailer featuring RCC pathways for potential students. Peggy and the marketing team are working on it now.

Meeting adjourned at 1:50 pm.