

**Riverside City College**  
**Marketing Resources Committee (MRC)**  
**Meeting Minutes**  
**October 14, 2021**  
**12:50pm-1:50pm**  
**Zoom**

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

The meeting commenced at 12:52 pm.

**Approval of minutes:** N/A

**Discussion Items:**

***Recap of Marketing Projects So Far***

The fall marketing campaign, via the vendor Arkside, was run from August 3<sup>rd</sup> to the 15<sup>th</sup>. Six radio stations, major social media platforms, and billboards were utilized to reach RCC's demographic audience. [rcc.edu/tomorrow](http://rcc.edu/tomorrow) calculates RCC's website analytics, and [rcc.edu/manana](http://rcc.edu/manana) is available for Spanish-speaking students. There were more than 8,500 clicks to the campaign webpage from digital media during the campaign run. There were 4,581 views of the "tomorrow" page and 62,808 views of the RCC home page. In the last eight months, RCC's social media followers have quadrupled in number.

***Future of Marketing***

RCC now has a TikTok account that will have to be maintained. More marketing must be focused on YouTube. Guidelines should be created for programs and departments to create separate social media accounts. One suggestion is to advertise via YouTube ads.

The committee needs to work on finding the connection between Academic Affairs' low class enrollment and marketing to boost the numbers. One suggestion is that every program creates a 30-second marketing video to utilize when increased enrollment is needed. Another need is a graphic collection to use in social media posts. A student assistant to help with graphics and videos would be beneficial. The committee would like to work on better communication/steps for first-time students.

In broad terms, a policy, guide, or procedures for marketing communications would be beneficial. Another thing to work on is graphic consistency and language.

A few other takeaways: Patrick and his students can help create some graphics for the marketing department on an emergency basis. The committee will start planning a survey and a focus group to guide marketing for RCC. An official marketing plan should be created.

***Logo Process & College Branding***

The committee will work on the Brand Guide in phase two. Requests to have a custom logo or other

major marketing requests should go through MRC for approval.

Meeting adjourned at 2:01 pm.