

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
November 18, 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: October 14, 2020 minutes approved by consensus.

Discussion Items:

Discuss Draft Marketing Survey

The committee went over the RCC Branding Survey draft. Language changes were suggested and questions were clarified and added. The survey should ask questions that allow the data to be sorted by department and employee type. The survey should also go out to students and the community and some questions should be optional. The committee will review an updated draft at the next meeting. The goal is to send the survey out before the end of the year with reminders in the new year.

College Logo/Branding/Brand Guide

There are three brands at RCC: academic brand, official/collegiate brand, and athletic brand. The committee will start looking at the cost of replacing all items/signage/documents/apparel to reflect a new logo and brand.

Meeting adjourned at 1:43 pm.