



**Riverside City College
Marketing Resources Committee (MRC)**

Agenda

October 10, 2024

12:50pm-1:50pm

Zoom

- I.** Discussion of minutes from the September 12, 2024 meeting
- II.** Old Business
 - a. Brand Guide 2.0 update
 - b. Marketing campaign
 - c. Canva templates
- III.** New Business
 - a. Consolidated service requests
 - b. Publishing Brand Guide and assets on RCC website
 - c. Legal disclaimers and logo usage
 - d. Athletic branding plan
- IV.** Ongoing Business
 - a. Co-branded logo requests (case studies)
 - b. Equity in marketing (open discussion)
 - c. DMCC report out
- V.** Adjourn