# Riverside City College
## Marketing Resources Committee (MRC)
## Meeting Minutes
**September 14, 2023**
**12:50pm-1:50pm**
**Zoom**

**Co-Chairs:**
Patrick Scullin, Faculty
Dr. Kristine Di Memmo, Management
Natalie Halsell, Classified Professional

**Attendees**: Patrick Scullin, Natalie Halsell, Daniel Gregory, Kris LoVerso, Chie Ishihara, Mark Knight, Miguel Vitela, Liz Lecona, John Matsuzaki, Deb Ferguson, and Jennifer Bielman

*The meeting commenced at 12:50 pm.*

**Approval of minutes**: November 10, 2022 minutes approved by consensus.

**Old Business:**

***Brand Guide 2.0***
The goal is to finish the second rendition of the Brand Guide this semester. Committee members should start bringing forward any issues or concerns people have about branding so we can incorporate answers in the Brand Guide.

**New Business:**

***Updated Marketing Campaign***
Liz presented on the Marketing Campaign, a 2023-2024 Brand Enhancement Project. The "Tomorrow" Campaign came out in 2020 but times have changed and our branding needs to be updated with the goals of creating a sense of belonging and a culture of care, while still representing RCC's legacy and forward-thinking. Two campaign options were presented: "Be You" with the image of the bell tower and "You Matter" with the Quad arches. Each Engagement center would get a different color banner. Imagery would focus on current students from RCC. The goal is to launch the new campaign in spring or fall 2024.

**Equity in Marketing:**

***Spanish Translation (Social Media)***
RCC's social media posts should be translated into Spanish since RCC is a Hispanic-serving institution. The district used to have a position that supported translation needs but that position has

not been filled. What options does RCC have for translation needs?

*Meeting adjourned at 1:57 pm.*

Recorded by Jennifer Bielman