

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
October 12, 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, Jodie Julian, Liz Lecona, Daniel Gregory, Chie Ishihara, Miguel Vitela, Leslie Vargas, Kris LoVerso, Mario Orozco, Kevin Mayse, and Jennifer Bielman

The meeting commenced at 12:50 pm.

Information Item:

No discussion or edits for the September 14, 2022 minutes.

Old Business:

Brand Guide 2.0 First Read

The committee members reviewed Brand Guide 2.0. Suggestions for edits included:

- Add verbiage regarding RCC's brand and valuing students and community
- Only provide one font option, not two
- Provide examples of how clubs need to follow the branding guidelines
- Present Brand Guide 2.0 and training during Fall Flex
- Add a note on reaching out to the design team for co-branding logo support.
- Create a one-page, quick fact sheet from the Guide
- Clarify that the college seal logo can only be used by the president
- Update the contact page to represent all co-chairs and who the contacts will be for when people need help
- Define when MRC helps to define policies and answer questions and when that should be directed to the District team
- Templates (letterhead, PowerPoints, etc) should be made for reference
- Create templates to house in Canva.
- For branding, COIL School for the Arts should say RCC COIL School for the Arts.

New Business:

Zoom Backgrounds

There have been many requests for Zoom backgrounds. Official RCC zoom backgrounds could be created for everyone to use.

Changing Meeting Dates

Possible new dates will be looked at due to the conflict with department chair meetings held at the same time as MRC meetings.

Equity in Marketing (Open Discussion):

The Marketing department has been getting more requests to get videos captioned. It was suggested that employees add and edit captioning to their videos through Adobe Premier Pro or through the social media application being utilized (YouTube, Instagram, or TikTok).

Meeting adjourned at 1:45 pm.