

Riverside City College
Marketing Resources Committee (MRC)
Meeting Minutes
May 9, 2024
12:50pm-1:50pm
Zoom

Co-Chairs:

Patrick Scullin, Faculty

Dr. Kristine Di Memmo, Management

Vacant, Classified Professional

Attendees: Patrick Scullin, Jodi Julian, Daniel Gregory, Chie Ishihara, Kris LoVerso, John Matsuzaki, and Thea Quigley

The meeting commenced at 12:51 pm.

Information Item:

No discussion or edits for the March 14, 2024 minutes.

Old Business:

Brand Guide 2.0 Update

The committee reviewed the final edits of the brand guide. The edits included fixing the secondary color formulas and updating the program names. The next step is to send the brand guide to RDAS for review. The committee will work on athletics branding next.

Marketing Campaign Update

New swag is being ordered with the new campaign imagery. Photos are still being taken for the banners.

New Business:

Co-branded Logo Requests

Departments/programs want to know how they can brand their departments/programs. It's important that departments/programs do not imitate the RCC logo but they can create custom logos that fit the college brand.

Canva Templates

The goal is to have the branding kits loaded into the college Canva accounts and possibly Adobe Express.

Equity in Marketing (Open Discussion):

N/A

Meeting adjourned at 1:26 pm.

Recorded by Jennifer Bielman