

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

April 23, 2021
Via Teleconference

MEETING MINUTES

MEMBERS PRESENT

Rebecca Goldware	Ashley Etchison	Sara Nafzgar
Chris Clarke	Brady Kerr	Thea Quigley
Robert Schmidt	Jason Graham	Diana Meza
Mark Knight	Noelle Hansen	Renee Vigil

MEMBERS ABSENT

Nikolas Banuelos	Jennifer McDaniel	Chie Ishihara
Ruth Leal	Phillisha Kimbles	Peggy Lomas
Jennifer Floerke	Rudy Castellanos	

I. CALL TO ORDER

II. UPDATES

- a. Moreno Valley College (MVC) shared updates about commencement/graduation focus. MVC has experienced bookstore issues for graduation supplies. Photos have been coordinated. Website feedback has been received; working on scheduling round 2 and 3 for content development. Content guidelines are in place and contracting out for assistance. (Live next year after content is completed.) Marketing and Communication group has met; charge needs to be routed through Chancellor's Cabinet. MVC has met regarding Giving Week too.
- b. Norco College (NC) shared the college finished the Marketing committee charter to help drive, provide input and marketing campaigns. The goal is driving the Brand Guide, templates, consistent timelines and Social Media guidelines. Late start campaign was completed and fall campaign messaging is being prepared. Ordered campus pole and floor banners; welcome back signs are in design phase. Commemorative plaques are being designed and ordered. Radio ads are being translated into Spanish.
- c. Riverside City College (RCC) shared the college does not have a Marketing committee but staff are going to inquire about possibly setting up one with vice president West.
- d. District shared updates that the three colleges are working together to help promote the Extended Learning programs through social media (funded through Strong Workforce non-credit budget and the purpose is to not duplicate services). Working with the library to provide bags with brochures and literature about programs to community members. Marketing presentation was provided to the Board of Trustees Committee on April 6. Billboards are displayed on the freeways and surface streets with simple messaging. Assisting with promoting the summer Math Institute. Added Snap Chat and TikTok social media channels for the District. NC has mid-semester start-ups. Signed a contract with Intercom for iHeart Radio audiences. Univision Spanish language network radio and social media platform

is being used for Spanish ads (in development). “If I Can, You Can Do it and Join Us” marketing is being developed.

III. TOPICS FOR DISCUSSION

- a. RCCD-All was moved forward the List Serves. There is a hardware change going on through IT’s channel. There is a new server is being “forklifted” and shifted which impacts the list serve process. A request was made to share draft but needs to be reviewed for formatting before distributing. District List Serve Guidelines have been established with NC updates. Intranet solution with messages from the District, calendar and different functions. Fall Communication plan is going through committees in the fall.
- b. Starting with the District Social Media Guide based on what has been seen at the colleges. If District Marketing and Communications Committee (DMCC) members have suggestions, guidelines, etc. to share feedback it’s welcomed as the guide is being drafted. Suggestion to host future training sessions on how to use social media.
- c. Writing Style Guide is a standalone document about public facing writing; not dictating how to write but focused on external relations and public facing writing rules that are specific to the District. A request to share the draft in June/add to the next meeting agenda. Might use APA or AP style guide for writing style. DMCC members can submit suggestions and feedback for the Writing Guide.
- d. Emergency Communications guide discussed and standards based on FEMA training.
- e. Implementing a project management tool and project request tool.

IV. UPCOMING MEETING

Next meeting scheduled June 17, 2021 at 1pm.

V. MEETING ADJOURNED