

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
March 7, 2025

COMMITTEE MEMBERS PRESENT

Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Chris Clarke, Executive Director, External Relations & Strategic Communications
Gaby Estrada Toro, Administrative Coordinator
Jessica Vierra, Senior Public Affairs Officer
Leslie Vargas, Senior Public Affairs Officer
Mark Knight, Information Architect
Patrick Scullin, Associate Professor, Applied Digital Media
Rebecca Goldware, Vice Chancellor (VC), Institutional Advancement & Economic Development (IA&ED)
Thea Quigley, Associate Dean, Career & Technical Education
Tony Rizo, Multi-Media Graphic Artist/Web Technician

COMMITTEE MEMBERS ABSENT

Kaytlyn Blank, Certified Athletic Trainer
Robert Delgadillo, Assistant Professor, Applied Digital Art

DISTRICT STAFF PRESENT

Daniel Gregory, Printing and Graphics Center Coordinator
Kris LoVerso, Senior Graphics Designer
Renee Vigil, Executive Administrative Assistant to VC, IA&ED

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting called to order at 9:03am.

APPROVAL OF MINUTES FROM OCTOBER 25, 2024

Member Kerr motioned to approve the October 25, 2024 minutes and member Clarke seconded (9 ayes and 1 abstention).

CRISIS COMMUNICATIONS GUIDELINES

Item was presented by member Clarke. This document is to provide a framework for coordinating communications during emergencies and disasters. It's a guide to RCCD personnel and will be a public facing document. This guide is not meant as a general communications guide; instead it is specifically about crisis communications during an incident. Member Rizo joined the meeting around 9:10am.

The guideline will be moving through the DSSC and another District safety committee. Member Quigley made a suggestion to share a one-pager summary version of this guideline to assist with understanding the material. The RCCD Crisis Communications flowchart was shared to simplify the flow of crisis instances. Member Quigley shared an example from her time at USC about quick updates via text with an incident location and a follow up update to help with communication on site. Member Scullin shared about the confusion regarding communication during incidents and inquired if there is an easy

incident chart for incidents as they arise. Member Vierra concurred about the quick update communication messaging to assist with emergency incidents.

Member Kerr motioned to move the Crisis Communications guideline forward and member Scullin seconded (10 ayes).

LIST SERVS

VC Goldware shared about List Servs movement and Norco College (NC) went through this process in 2019. Member Kerr shared this was waiting President Green's approval and the preference was for moderated lists. Moreno Valley College (MVC) did not have an update about the List Serv process. Member Scullin shared that Riverside City College Senate discussed the faculty lists at length and VC Goldware requested the List Servs brought back to the Senate for next steps. There are various lists available on the rccd.edu website: <https://rccd.edu/admin/iaed/sc/Guidelines.html>

SOCIAL MEDIA GUIDELINES

Member Clarke shared the document and highlighted changes since last viewed with the DMCC. Former DMCC member Noelle Hansen provided great feedback to help clean up the language for social media and several changes were incorporated within the guideline. Member Kerr motioned to publish the Social Media guidelines with legal counsel's review and seconded by Member Scullin (10 ayes).

LOGO CREATION

VC Goldware shared that images, names and logos cannot be created without Board of Trustees approval. There needs to be a structure created for imagery except for the process NC established which can be duplicated for the District to utilize. An external firm was hired to assist with the process at NC. VC Goldware requested the history of how the process started and when the process was approved at NC for the next DMCC meeting.

CAMPUS MAPS

VC Goldware requested this be moved to the next DMCC meeting.

UPDATES

MVC, NC and RCC committee members provided updates. There is a large push for housing for students from UCR and to work with RCCD for housing.

ADJOURN

The DMCC meeting was adjourned at 10am.