

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
May 16, 2025

COMMITTEE MEMBERS PRESENT

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

COMMITTEE MEMBERS ABSENT

Gaby Estrada Toro, Administrative Coordinator

DISTRICT STAFF PRESENT

Chris Rangel, Media Production Specialist
Kris LoVerso, Senior Graphic 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 MARCH 7, 2025

Member Kerr motioned to approve the March 7, 2025 minutes and member Rizo seconded (11 ayes).

QUALITY ASSURANCE GUIDELINES

Member Clarke presented the Quality Assurance guideline and shared that this document was drafted to ensure standards are being followed for visual communication. Member Knight highlighted that appropriate logos, ADA standards are followed, correct fonts are applied, typos and names are spelled correctly, disclaimers are added and print ready prep is included. Member Rizo suggested to define file types and print resolutions. Member Delgadillo inquired about where the document will be housed and VC Goldware shared that this guideline will be referenced on the External Relations and Strategic Communications website for easy access. Member Scullin suggested to share about the guidelines will be shared at Flex and VC Goldware elaborated that is the goal.

VIDEO PRODUCTION

The guide's second draft is about the RCCD's video standards and six essential steps for videoing. These are video standards and common guidelines the District is trying to implement and practice.

LIST SERVS

VC Goldware shared an update that the List Servs are almost operational and the college-all lists will be moderated. Every other list will be open and not moderated. Things will be dynamic via Outlook 365 and there are several lists that can grow with the expansion of groups like the Performing Arts at Norco College (NC). The goal is to release a message to all as an update that these lists will be active in the fall semester. Member Clarke confirmed RCCD-All will continue to be moderated.

LOGO CREATION PROCESS

VC Goldware spoke generally about requests for a logo creation process and there have been no standards set at the District even though the colleges have pieced this together. Member Kerr shared about the re-branding with an external vendor of the NC logo and this went to college Senate for final approval. It was recommended that a small group work as a workgroup to help with this process for logo creation. Member Delgadillo shared that Moreno Valley College had a workgroup that assisted with following brand guidelines and logo creation for a recent BPAs. Member Scullin concurred with the smaller workgroup process that has been used recently for the Athletics' department.

CAMPUS MAPS

Member Clarke shared that is a designer used for official version of campus maps. There are more styles of maps available and it was discussed about allowance of a variety of maps being offered. Member Quigley and member Rizo shared their feedback about RCC's map. Guest LoVerso shared that consistency is key to assist with design and quality and control through Print services. It was discussed about a standard map for the colleges and a repository for consistent maps with standard style across all the campuses.

UPDATES

The college members provided updates about their campus successes and current projects.

ADJOURN

The DMCC meeting was adjourned at 9:52am.