DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
APRIL 24, 2026

COMMITTEE MEMBERS PRESENT

Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Chris Clarke, Executive Director, External Relations & Strategic Communications
Claudia Figueroa, Administrative Coordinator, Academic Affairs
Jessica Vierra, Public Affairs Officer
Leslie Vargas, Public Affairs Officer
Lindsey Sweeney, Public Affairs Officer
Mark Knight, Information Architect
Patrick Scullin, Associate Professor, Applied Digital Media
Rebeccah Goldware, Vice Chancellor, Institutional Advancement & Economic Development
Robert Delgadillo, Assistant Professor, Applied Digital Art
Salma Alfaham, Student
Thea Quigley, Associate Dean, CTE
Tony Rizo, Multi-Media Graphic Artist/Web Technician

COMMITTEE MEMBERS ABSENT

Ashley Etchison, Dean of Instruction
Bernadette Smith, Administrative Coordinator

DISTRICT EMPLOYEES PRESENT

Bianca Ramirez, Administrative Coordinator
Chris Rangel, Media Production Specialist
Kris LoVerso, Senior Graphic Designer
Lenny Riley, Instructional Technology Specialist
Ruth Leal, Media Production Specialist

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting was called to order at 1:02pm. VC Goldware had the committee introduce themselves to one another.

APPROVAL OF MINUTES FROM NOVEMBER 7, 2025

Member Kerr motioned to approve the November 7, 2025 minutes and member Clarke seconded (13 ayes).

PHOTOGRAPHY GUIDELINES

Member Clarke presented the Photography guidelines which entails file formats, metadata, standard and process timelines. Guest Leal will send a revised copy to review. The guidelines presented is a first read and a new version will be reviewed with the DMCC on May 8th.

CAMPUS MAPS

Member Knight discussed campus maps and maps will be delegated to Facilities.

LOGO DEVELOPMENT AND DESIGN GUIDELINES

Member Knight present the outline categories for official, non-official and temporary logos. The Logo guidelines need more input. Member Vierra inquired that all logo's to be uploaded to website to allow departments to have access to logos as needed.

COMPREHENSIVE WEBSITE STANDARDS
Member Clarke presented the accessibility compliance, content management and governance models. It was discussed that leadership along with Lenny, Leo and Liz would be able to review. Member Clarke requested members use track changes for edits.

UPDATES
The college representatives shared updates about campus activities, marketing, advertising, enrollment campaigns, student focus and student support.

ADJOURN
The DMCC meeting was adjourned at 2pm.