DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
OCTOBER 1, 2026
https://rccd-edu.zoom.us/j/88015234901?pwd=fCUFKXaZ95Q2wVNfFYESD6dr4NTAs9.1

Charge: In support of the RCCD District Strategic Plan, the District Marketing and Communications Committee (DMCC) will work to establish policies and procedures that will provide guidelines and standards for creating and producing marketing, advertising and strategic communications for the District and its colleges.

I. **Call to Order**

II. **Approval of Minutes**
a. Minutes from April 24, 2026
Recommend Action: Approval

III. **Topics for Discussion**
a. Campus Maps
b. Logo Creation
    1. List for New Logo
    2. Retiring a Logo
        i. Example Logos
c. Marketing Guideline
d. AI
e. Photography
f. Website

IV. **Updates**
a. Moreno Valley College
b. Norco College
c. Riverside City College
d. District Office

V. **Future Agenda Items/New Business**

VI. **Completed Resources**
- District Brand Guide
- MVC Brand Guide
- NC Brand Guide
- RCC Brand Guide
- Writing Style Guide
- RCCD Acronym Guide
- List Servs
- Graphic Design – Request Form
- Photography - Request Form
- Publicity - Request Form
- RCCD Video Standards and Guidelines

e. Quality Assurance Guidelines and Best Practices for Graphic Design
f. Crisis Communications Guidelines
g. Social Media Guidelines

VII. **Next Meeting**
November 6, 2026 at 1pm

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.

DRAFT

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.

DRAFT

RCCD Map Guidelines (DRAFT)

Official Maps

Official maps of all District and college locations are the responsibility of the Facilities Department (Facilities) at each site. Because it's imperative to keep maps accurate for our students, as well as firefighters and paramedics during emergencies, the Facilities Manager or designee will ensure official maps are accurate and up to date.

Regular Review

The Facilities Manager or designee will review the official maps annually (or more frequently if needed) to ensure it reflects the current physical status of the campus. Items that should be reviewed include:

- Buildings (new, offline, construction, etc.)
- Roads and parking lots
- Sidewalks, accessibility ramps
- Emergency phones
- Legend information
- Building acronym consistency with published class schedules

Updates

Whenever a physical change occurs at a location that requires the map to be changed/updated, the Facilities Manager or designee will request a map modification through RCCD Creative Services. RCCD Creative Services will keep all original map files, and a graphic designer will update them as directed. Online campus 3D maps and virtual tours are maintained by college web application technicians, who will also be notified of changes and take the necessary steps to update those maps. Approved updated maps will be posted to all appropriate locations.

Riverside Community College District
Logo Development and Usage Guidelines - DRAFT

Purpose

This document establishes clear standards for the development and use of logos in order to preserve the integrity of the district and college brands. Logos are high-impact visual assets that represent the institution's identity. They must be used appropriately, developed intentionally, and governed carefully to preserve the clarity, consistency, and credibility of the institutions' brands.

Definition of an Official Logo

An official logo is a permanent, visual symbol that represents the college, the district, or an officially recognized division, program, or initiative. Official logos communicate institutional identity to the public and are intended for long-term use.

Because of their visibility and impact, official logos are considered strategic brand assets and their use and implementation are governed by the institution's brand guide. Official logos should be consistent with approved color palettes, typography, visual tone, and overall identity systems.

Official co-brand logomarks are also approved brand assets and typically used for institutional departments and offices.

Please reference the institution's brand guide for specific use and implementation details.

Non-Official Logos

Non-official logos are typically developed for campaigns, college resources, groups, student organizations, etc. They may be public, inward-facing or project-specific. Non-official logos do not represent the college or district at an institutional level and should not be presented as official or permanent identifiers.

Temporary Logos and Graphics

Temporary logos and graphics are illustrations, icons, promotional imagery, and one-time or limited-use visuals. This includes graphics created for events or used on a limited basis (1 year or less). Temporary graphics may be used in conjunction with an official logo.

Temporary graphics do not represent the college or district at an institutional level and should not be presented as official or permanent identifiers.

Brand Alignment

Logos should align with existing college and district brand standards. Logos should support and complement the primary institutional identity. They must not misappropriate any official logo, or compete with, fragment, or misrepresent the institution's brand in any way.

Review and Approval

All official logos must be reviewed and approved by a designated review committee, constituent group, or authorized brand authority prior to use. Each institution has developed a review and approval process to ensure that logos meet institutional standards for brand alignment, design quality, clarity of purpose, and appropriateness for public representation.

No official logo may be used or adopted without formal approval.

Non-official logos should be submitted to the district/college public affairs officer or authorized brand authority for informal review to ensure brand alignment.

Temporary graphics do not require formal review/approval, but it's recommended that the district/college public affairs officer or authorized brand authority review them for brand alignment.

Any logo or graphic intended for external use (including social media) should be reviewed by the district/college public affairs officer or authorized brand authority prior to use.

*District-related logos will be created and/or reviewed by the External Relations & Strategic Communications department and submitted to DMCC for approval.

Last Updated: 4/6/26

Design Quality Standards

Logos must:

- meet a high standard of professional design quality
- be conceptually clear, visually strong, and technically sound
- reflect the professionalism, credibility, and values of the institution
- reproduce effectively across all types of applications, including digital and print
- be a digital vector graphic, saved in .eps or .ai file format

Effective logo design attributes:

- versatility – a logo should work in multi-color, 1-color, black or white, and be legible at any size.
- simplicity – a logo should be easy to recognize and reproduce; avoid overly detailed graphics, too many colors, complex gradients and photographic images
- implementation – different versions of the logo should be developed to fit horizontal, vertical, and square environments
- unique – do not replicate the characteristics of other brands
- timeless – avoid short-term trends
- inclusive and appropriate for a public educational institution

RCCD Photography Guidelines and Standards of Practice (DRAFT)

Marketing, Communications, and Institutional Use

Approved: _____

Purpose and Scope

This document establishes photography standards for images created or submitted for official college and Riverside Community College District use. These standards apply to staff photographers, district/college employees, contractors, students, and other individuals submitting photographs for institutional, marketing, promotional, editorial, or archival purposes.

These guidelines are designed to ensure consistency, legal compliance, visual quality, and long-term usability of photographic assets across all colleges and departments.

Photo Releases

- Photo Release Forms are available on the District website.
- Photo releases are **not required** for photography in public spaces including on campus where there is not a reasonable expectation of privacy.
- When taking photographs of people in locations where privacy is generally assumed or expected (e.g. classrooms, offices, library study rooms, etc.) photographers are advised to obtain signed photo releases.
- When minors are photographed, photo releases must include the signature of a **parent or legal guardian.**

Assignment Preparation and Communication

Prior to any photography assignment, the photographer is responsible for confirming the following with the assignment requestor:

- Intended image usage (marketing, editorial, archival)
- Deadlines and delivery expectations
- On-site contacts and access requirements
- The principal subjects and names of the people to be photographed

- Location details and restrictions
- Design considerations, including space for copy or graphics

Photographers should capture a **variety of compositions** to support both immediate project needs and potential future uses.

File Format Standards

Photography should be captured in **RAW format** whenever possible. RAW files provide greater flexibility during editing to facilitate exposure correction, color balance, and overall image quality.

- Photographers should utilize current/updated software compatible with their camera's RAW format to download and edit images.
- RAW files **should be converted to high-resolution JPEG format before being** uploaded to the District's Digital Asset Management (DAM) system.

Composition Standards

Photographers should be intentional with composition to create visually engaging and versatile images.

- Apply fundamental composition principles such as the rule of thirds, leading lines, and negative space.
- Avoid overly tight framing; Photographing a little wide is also acceptable so you can easily do minimal cropping of the photo/s.
- Capture both **horizontal and vertical orientations** whenever possible.
- Utilize campus environments (classrooms, buildings, outdoor spaces) to frame subjects appropriately.

Background Control

- Avoid busy or distracting backgrounds.
- When possible, isolate the subject from background elements.
- Use lens choice and depth of field strategically to minimize distractions and enhance subject focus.

Lighting Standards

General Lighting

- Avoid placing subjects in direct sunlight to prevent squinting and harsh shadows.
- Be mindful of environmental shadows that may distract from the subject.

Studio Lighting

- A three-light setup is recommended whenever possible:
  - Key, fill, and hair light **or**
  - Key, hair, and background light
- Lighting should separate the subject from the background and remain flattering and natural.

Outdoor Lighting

- Use the sun as a backlight when possible and fill shadows appropriately.
- Portable strobes may be used for flexibility across campus locations.
- Diffusers, scrims, reflectors, or nearby surfaces (walls, buildings) may be used to soften or bounce light.

Working with Subjects

Grooming Standards

Photographers should respectfully ensure subjects are presentable prior to photographing, including:

- Wrinkle-free clothing
- Straightened ties, jackets, and/or jewelry
- Hair neatly arranged and not obscuring the face or eyes
- No visible food or distracting elements

Clothing Guidelines

When possible, avoid:

- Extreme color combinations
- Excessive branding or large graphics
- Offensive or suggestive imagery
- Revealing clothing

Direction / Blocking

- Engage subjects to make them at ease in front of the camera
- Stage subjects for optimal composition, position, background, lighting, and pose
- Pose considerations:
    - Posture
    - Looking at or off camera
    - Standing or sitting
    - Holding props
    - Hand position (avoid “fig leaves” and whole hands in pocket)
    - Groups
        - Shorter people in front, taller in back; tallest in center
        - Pose uniformity

To keep sessions moving, limit the number of exposures per person to 6, or a reasonable number of poses. Time permitting, invite a subject who would like additional poses to return at the end of the session or during downtime. It is important to be accommodating but equally important to stay on schedule.

Image Processing and Integrity

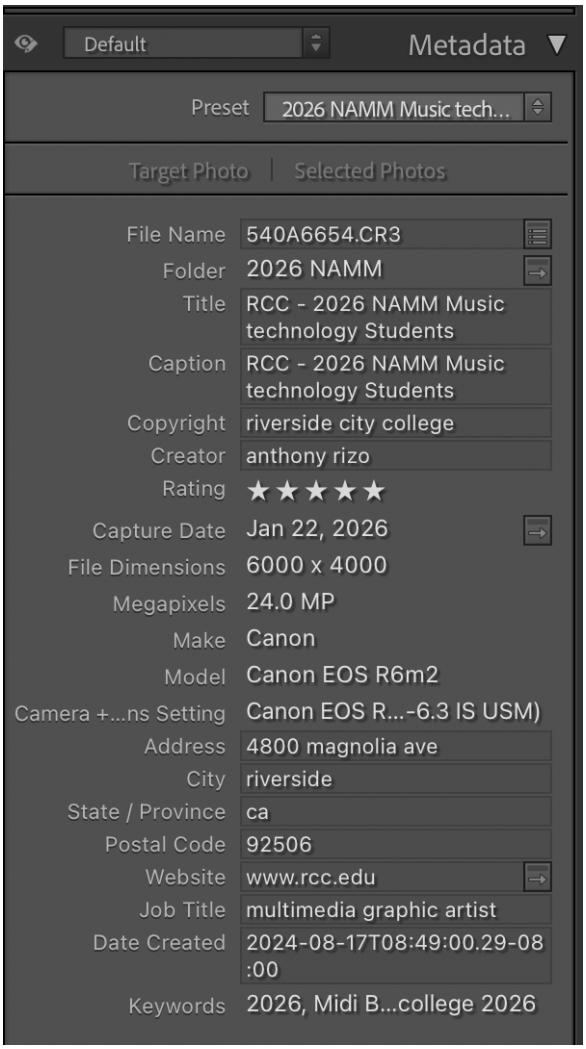
- Select the best images from the session or event
- Crop and adjust levels when necessary
- Avoid excessive retouching or manipulation.
- Do not alter images in ways that misrepresent people, events, or environments.
- Images should accurately and authentically represent campus life.
- Authenticity and trust are central to institutional imagery.

Metadata and File Naming Standards

All images uploaded to the DAM **must include complete metadata**.

Required Metadata Fields

- **Creator:** Photographer’s name
- **Location:** Where the image was captured
- **Keywords:** Descriptive terms, including event name and year
- **Description:** A brief caption addressing the 5 W’s (Who, What, Where, When, Why)



Example Description:
Professor Joe Smith speaks with students at the RCC Back to School Rally on January 15, 2026.

File Naming Convention For Export

`YYMMDD-Project_School_####.jpeg`

Examples:
`260115-Sample_MVC_0001.jpeg, 260115-Sample_NC_0001.jpeg, or 260115-Sample_RCC_0001.jpeg`

Batch renaming may be performed using Adobe Bridge, Lightroom, or Photoshop.

Uploading and Archiving

- All images uploaded to the DAM must be fully edited, tagged, and keyworded.
- Images must be saved as **high-resolution JPEGs**.
- Upload images to the appropriate school folder, organized by function and year.

- RAW files and Lightroom catalogs may be archived locally on approved external drives.
- **RAW files must not be uploaded to the DAM.**

Processing Timeline

Timely delivery is essential for relevance and usability.

- A curated selection of **5–12 images** should be delivered promptly for social media or time-sensitive needs.
- For award photos, try to get photos delivered by the next day or within a few hours after the event for the PAO to be able to send out immediate press releases.
- Remaining images should be fully processed, tagged, uploaded to the DAM, and shared within **3–5 business days**.
- A link to the completed image set should be provided to the assignment requestor, graphic designers as well as any other important administrators on your distribution list, if applicable.

Cellphone Photography

Cellphone photos are appropriate for:

- Events, activities, and campus life moments
- Classrooms, labs, meetings, and student engagement
- Behind-the-scenes and time-sensitive documentation

Cellphone photos are **not** recommended for:

- Large-scale advertising images
- High-resolution print campaigns

Avoid filters, AI manipulation, screenshots, and image compression

All submitted images will be reviewed, edited (if necessary), tagged, and uploaded to the DAM

PHOTOGRAPHY BEST PRACTICES

BEFORE YOU SHOOT

1. Use the Highest Resolution/Quality setting
2. Clean the Lens
3. Turn off filters, beauty modes, and effects

HOW TO TAKE BETTER PHOTOS

DO

✔️ Take **multiple photos** of each moment
✔️ Shoot both **horizontal and vertical**
✔️ Leave space around subjects (don't crop too tight)
✔️ Watch the background for clutter or distractions
✔️ Step closer instead of using digital zoom
✔️ Use natural light whenever possible

AVOID

🚫 Screenshots
🚫 Messaging apps (Teams, Slack, text messages)
🚫 Filters or stylized effects
🚫 Heavy shadows across faces
🚫 Shooting directly into bright sunlight

LIGHTING TIPS (QUICK WINS)

- Face subjects **toward a window or open shade**
- Avoid standing people in **direct sunlight**
- Indoors: turn on room lights when possible
- Outdoors: use buildings or trees to block harsh sun

SUBMITTING PHOTOS

DO

✔️ Submit **original image files**
✔️ Email or upload via the approved method
✔️ Include the following information:

- Event name
- Date
- Location
- Names (if known)
- Department or program

DO NOT

🚫 Send screenshots
🚫 Paste images into documents or slides
🚫 Send compressed images from messaging apps

AFTER SUBMISSION

- Photos will be reviewed, edited (if needed), and archived in the DAM
- Not all submitted images may be used
- Proper submissions increases the chance of reuse

REMEMBER

The better the photo, the more likely it will be used — and reused.

Thank you for helping document and share campus life.

RCCD Web Guidelines, Standards, and Governance Framework - DRAFT

Purpose

District and College websites serve as official communication channels representing the institution to a diverse audience, including current students, prospective students, employees, and the public.

This document establishes baseline standards for the creation, management, and governance of web content across the Riverside Community College District (RCCD). These standards are intended to ensure that all web properties:

- Provide accurate, timely, and accessible information
- Support student success and institutional goals
- Maintain a consistent, professional, and user-centered digital presence
- Comply with applicable legal, regulatory, and policy requirements

Each college may establish additional procedures, workflows, and standards that align with this framework and their own institutional goals.

Scope

These guidelines and standards apply to:

- All District and College websites
- Departmental, program, and service webpages
- Official web-based applications and digital content
- All individuals responsible for creating, editing, approving, or maintaining web content

This document does not apply to:

- Instructional content delivered through approved learning management systems
- Personal or non-official webpages not representing the institutions

Definitions

- **Accessibility**: The practice of designing and developing digital content that can be used by individuals of all abilities, in compliance with applicable laws and standards, including Title II of the ADA, Section 508, and WCAG 2.1 Level AA.

- **Audience**: A group of users for whom content is intended (such as prospective students, current students, employees, or community members).
- **Content (also Digital Content)**: All information distributed through any web or digital platform, including text, images, documents, audio, video and interactive elements.
- **Content Contributor**: An individual authorized to create or edit content, typically within a defined area of responsibility.
- **Content Owner**: An individual responsible for the accuracy, quality, and approval of content within a specific department, program, or functional area.
- **Content Management System (CMS)**: A software platform used to create, manage, and publish digital content without requiring advanced technical knowledge.
- **Information Architecture**: The organization, structure, and labeling of content to support usability, navigation, and findability.
- **Official Website**: Any website or webpage that represents the District or its Colleges, or function there within, and is hosted on approved institutional platforms or domains.
- **Public-Facing Content**: Content that is accessible to anyone without authentication and intended for a general audience.
- **Search Engine Optimization (SEO)**: the practice of creating and optimizing relevant, authoritative content in a way that helps visitors (and search engines) find answers to queries.
- **User Experience (UX)**: The overall experience of a user interacting with a website, including usability, accessibility, and satisfaction.
- **Web Administrator**: The designated role responsible for maintaining web systems and enforcing web standards, with authority over publication as it relates to compliance, usability, and technical requirements.
- **Web Governance**: The framework of roles, responsibilities, standards, and processes used to manage and oversee web content and systems.
- **Web Standards**: Established requirements and best practices for web content, including accessibility, design, usability, performance, and compliance.
- **Website**: A collection of related web pages and digital content under a common domain representing the District or its Colleges.

Guiding Principles

All District and College web content should be:

1. **User-Centered**: Designed to meet the needs of the intended audience
2. **Accessible**: Usable by individuals of all abilities
3. **Clear and Concise**: Written in plain language and easy to understand
4. **Accurate and Current**: Regularly reviewed and maintained
5. **Consistent**: Aligned with institutional voice, branding, and structure
6. **Usable**: Designed for intuitive navigation across devices

Web Governance

RCCD maintains a distributed web governance model:

- The District establishes baseline standards for accessibility, compliance, and security.
- Colleges are responsible for brand alignment, implementation, content management, and local workflows.
- Where applicable, a designated governance body or advisory group provides oversight, prioritization, and policy updates.

Each RCCD location may define approval processes, publishing workflows, and design standards consistent with this policy.

Roles and Responsibilities

Responsibility for web content is shared across three roles:

Web Administrator	**Content Owners**	**Content Contributors**
Designated authority responsible for: • Maintaining web platforms, templates, and functionality • Ensuring adherence to web standards, design and user experience • Supporting users and providing technical guidance • Monitoring website performance, security, and stability Web Administrators may require modification, delay, or deny publication of content that does not meet established standards.	Typically area managers responsible for: • Accuracy, quality, and timeliness of content within their area • Approving content prior to publication • Ensuring compliance with District policies and standards	Individuals designated to create or update content who are responsible for: • Maintaining accurate and user-focused information • Following accessibility, content, and design standards • Coordinating with content owners for approvals

The Web Administrator has authority over the publication of content on District and College websites. All content is subject to compliance review by the Web Administrator prior to publication. This authority does not supersede the content owner's responsibility for the accuracy and subject-matter integrity of content.

Accessibility Compliance

All digital content must comply with applicable accessibility laws and standards, including:

- Title II of the ADA, including Subpart H

- Section 508 of the Rehabilitation Act
- California Government Code sections 7405 and 11135
- WCAG 2.1 Level AA or higher

Accessibility is a shared responsibility across all roles involved in web content creation and management.

Accessibility Requirements

At minimum, web content must:

1. Provide text alternatives for non-text content (e.g., images, buttons)
2. Ensure sufficient color contrast and readability
3. Use properly structured headings and semantic markup
4. Include captions or transcripts for multimedia
5. Use descriptive link text
6. Avoid reliance on color alone to convey meaning
7. Ensure compatibility with assistive technologies

Content that cannot be made accessible must not be published.

Digital Content Standards

All web content must:

- Be accurate, current, and aligned with institutional messaging
- Use plain and inclusive language that is clear and understandable
- Be structured for readability and scannability
- Avoid duplication of information
- Link to official sources rather than recreating content
- Follow consistent formatting and naming conventions

Content should prioritize user tasks and outcomes over organizational structure.

Sites should be organized to support user needs and navigation should reflect common user journeys rather than institutional hierarchy.

The Web Administrator or designated authority is responsible for maintaining a coherent and user-centered information architecture.

Content Lifecycle Management

All web content must follow a defined lifecycle:

- **Create**: Content is developed with user needs, accessibility, and clarity in mind
- **Review and Approve**: Content is approved by a designated content owner
- **Publish**: Content is published through approved systems

- **Maintain**: Content is periodically reviewed for accuracy and relevance
- **Retire**: Outdated or unnecessary content is updated or removed

Each RCCD location may define its own review schedules and audit processes.

Unsupported and Restricted Content

The following content types must not be hosted on public-facing websites:

- Non-public or restricted-access content
- Content that violates laws, regulations, or institutional policies
- Personal or confidential information for any student or employee
- Content that cannot meet accessibility requirements
- Large or unoptimized media files unsuitable for web delivery
- Instructional course materials intended for enrolled students (use approved instructional platforms)

Styles, Branding and Design

The District and each college have developed website templates and styles to ensure alignment with brand standards through the consistent use of approved logos, colors, typography, navigation and layout structures. All websites and pages must adhere to and use:

- Approved template and layouts
- Defined site styles, including typography, colors, and visual hierarchy
- Integrated CMS widgets and design elements
- Responsive design for mobile and multiple device types

Colleges may establish additional design standards consistent with these guidelines.

Multimedia and Files

All multimedia and downloadable content must:

- Meet accessibility standards (e.g., captions, accessible documents)
- Be optimized for performance and file size
- Use approved and widely supported formats

When possible, content should be presented as web pages rather than downloadable files.

Data Privacy and Security

Websites must comply with applicable privacy and data protection requirements.

- Personal or sensitive information must not be collected or stored without approved processes
- All data collection must align with institutional policies and applicable laws (e.g., FERPA where applicable)
- Only approved third-party tools and services may be used
- Websites must not expose confidential or restricted information
- Regular backups of all system information should be maintained by the web host and periodic local backups kept by the site's Web Administrator

Third-Party Websites, Tools and Integrations

All third-party websites, tools, plugins, or integrations must:

1. Meet accessibility standards
2. Meet security and privacy requirements
3. Be reviewed and approved through appropriate institutional processes
4. All content must meet minimum accessibility standards

Search Optimization and Findability

Content should be structured to support search and discovery:

- Use clear, descriptive page titles and headings
- Add your main keyword(s) early on in your content
- Create high-quality, useful content
- Avoid duplicate or redundant content
- Organize content logically for both users and search engines
- Metadata should include unique, descriptive titles and descriptions for every page.
- Keep meta titles under 60 characters with primary keywords first, and craft actionable meta descriptions between 120-160 characters.

Search optimization should prioritize user needs and clarity over keyword manipulation.

Analytics and Continuous Improvement

Web analytics should be used to:

- Understand user behavior and improve user experience
- Identify outdated or underperforming content
- Support data-informed decision-making

Data collection must comply with established privacy and security standards.

Training and Support

The District and its colleges are responsible for ensuring that individuals involved in web content management:

- Receive appropriate training in accessibility, content standards, and web tools
- Understand their roles and responsibilities
- Have access to ongoing support and resources

Compliance and Enforcement

The District and Colleges reserve the right to:

- Remove or restrict content that does not meet standards
- Require updates or corrections to non-compliant content
- Enforce policies in accordance with institutional procedures

Related Policies and Guidelines

- RCCD Privacy Policy: https://rccd.edu/privacy.html
- Accessibility policies and procedures:
    - AP 2720A (https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2720A.pdf)
    - BP 2725 (https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2725.pdf)
- Copyright and intellectual property policies:
    - BP 2710 (https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2710.pdf)
    - BP 2750 (https://rccd.edu/bot/board-policies/chapter-2-academic-affairs/2750.pdf)
- Social Media Guidelines
    - https://rccd.edu/admin/iaed/sc/documents/guidelines/Social_Media_Guidelines.pdf
- Writing Style Guide
    - https://rccd.edu/admin/iaed/sc/documents/guidelines/RCCD_Writing_Style_Guide.pdf
- Brand Guide
    - https://rccd.edu/branding/documents/RCCD_Brand_Guide.pdf

Review and Updates

This document will be reviewed periodically and updated as needed to reflect changes in laws, regulations, or standards; advances in technology and best practices; and institutional priorities.