

Norco College
Marketing Committee Meeting

February 26, 2020

10:00am-11:00am

IT 218

Minutes

Present: Andy Robles, Rochelle Cook, Megan Lindeman, Brady Kerr, Ruth Leal, Ashley Etchison

Absent: Debra Mustain, Kasey Boyer

1. Approval of November 13, 2019 Minutes
 - a. Andy motion/Brady Second: 5 yes, 1 abstention - Approved
2. Approval of September 11th, 2019 Minutes
 - a. Andy motion/Megan Second: 5 yes, 1 abstention - Approved
3. Vision Point Visual Mark (Vision Point)
 - a. Vision Point presented on the visual mark system
 - b. Round 3 revisions were presented to committee
 - c. A: Shield had mustang breakout rather than be contained.
 - i. Moved wordmark around for variations
 - ii. A and A3 preferred. Head facing left.
 1. Leaving its past and moving forward
 - iii. Keep A & A3
 - d. D: Brought in sharp edge to suggest seal
 - i. D and D6 preferred
 - ii. Get rid of D1 – D4
 - iii. Could we draw line down left to complete shield
 - iv. Complete D5 & D6 and keep original D, D5 & D6
 - e. Ruth brought feedback from classified meeting, D was overall preferred
 - f. Geometric was chosen due the abstract feel.
 - g. Vision Point will send updated slides
 - h. A survey will be sent to the college community
4. Campaign Messaging Meeting Schedule (Ashley Etchison)
 - a. Need to reschedule the messaging platform presentation
 - b. Ashley will bring recommendation week 3 or 4 in March, Wednesday 10-11 to have Vision Point present to committee. Wednesday or Monday (least preferred)
5. Media Prefs Survey (Ashley Etchison)
 - a. Survey open now to April 12th

- b. Asks students questions regarding media and communication preferences such as social media preferences, how they prefer the college to connect with them, etc. The survey is long, but students are entered into win a \$150 Amazon gift card.
 - c. What other incentives could we offer?
6. Open Forum

Meeting Adjourned 11:04

Next meeting will be March 11, 2020 in IT 218

DRAFT