



Marketing Committee Meeting

September 9, 2020

10:00am-11:00am

<https://cccconfer.zoom.us/j/97867699715>

Minutes

PRESENT: Ruth Leal, Ashley Etchison, Brady Kerr, Megan Lindeman, Mylie Valdovinos (ASNC), Michael Moreno (ASNC), Debra Mustain

ABSENT: Andy Robles, Rochelle Cook, Patricia Gill

GUEST: Denise Terrazas, Samia Irfan (student)

RECORDER: Cecilia Ramirez

- **Introductions**
- **Approval of Minutes June 10**-Suggestion to update STAFF to CLASSIFIED PROFESSIONALS
 - Motion to approve: Megan
 - 2ND: Brady
 - Yes: 7, No: 0, Abstention: 0
- **District Marketing Committee Update:**
 - More information to come, Brady will be the faculty co-chair
 - Purpose is to come up with branding and procedures for RCCD/Colleges follow same protocols.
 - District commented on NC's progress on the branding guidelines and will be sending copies of each colleges to members.
 - The District has created a DRAFT Style Guide for RCCD branding guidelines
 - Clarifying, and get more information on how the district is implementing marketing strategies. Alignment within the district.
- **NC Style Guide**
 - Goal is to combine all 3 style guides
 - Committee is asked to gather and share ideas to add or make edits needed to the New Comprehensive Style Guide
 - Ruth presented the preliminarily draft of new comprehensive Style Guide.
 - Suggestions:
 - Add verbiage to clarify if is a white logo.
 - Adding fonts /alternative fonts to be used

- Verbiage clarifying this should be used as a college guideline not specific for departments
- **Style Guide:**
 - What is a style guide? Document used to provide guidelines on which logos to use, when to use them, color schemes and fonts.
 - Ruth will send out the Style Guide to review for the next meeting
- **Visual Mark and Templates:**
 - Ashley presented the sample templates from Visual Mark.
 - Suggestions:
 - Adding the primary logo to the samples provided.
 - Add Twitter to the business card
 - Update the social media handles to all lower case.
 - Majority liked the horizontal envelope w/o social media.
 - Letterhead: leniency for different needs, (President's office, departments, notepads, giveaways).
 - PowerPoint template is now available on the [Marketing website](#).
 - Logos & Style Guide are posted. Brady will take the lead on creating the email signature and bring back to the committee for review.
- **Strategic Planning & Governance Manual Draft:**
 - ISPC is requesting all Committees to review CH.5 & 9 in manual and determine their role in governance. All members to review and give feedback, Ruth will send out the document.
 - Marketing Committee should be incorporated to increase student headcount. Recommendation to add Marketing Committee to:
 - Goal 1.2 in a supporting role.
 - Goal 2: Supporting role in the awareness, getting information out. Creating announcements to support student service departments.
 - Goal 3: Supporting role in ensuring our work is always equity minded
 - Goal 4: support in promoting the training.
 - Goal 5: Support in promoting.
 - Due November, to work through the document and report out to ISPC the position of this committee
- **Open Forum**
 - No remarks

Next Committee meeting: October 14 @ 10 AM via Zoom