



**Marketing Committee
Minutes for March 11, 2021**

(2:30pm-3:30pm)

Zoom: <https://cccconfer.zoom.us/j/93273350211>

Meeting Participants

Committee Members Present

Ruth Leal, Brady Kerr, Maureen Sinclair, Rochelle Cook, Megan Lindeman, Patricia Gill, Michael Moreno, Samia Irfan, Ashley Etchison

Committee Members Not Present

Guest(s) [optional]

Mark Knight, Chris Clarke

1. Call to Order

- 2:30pm

2. Action Items

2.1 Approval of November 19, 2020 Minutes

- M – Megan Lindeman S – Brady Kerr
- 1 Abstention
- Approved

3. Discussion Item

3.1 District Marketing Committee Update

- District Branding Guide & Toolkit
- RCCD Listserv Guidelines: Consolidating
- Social Media guidelines are forthcoming
- Chris Clarke:
 - District is developing the Brand Guide with the DCMM committee to establish and become the model for the colleges to follow. Create an example, and can adopt/modify for the colleges. Create an atmosphere to trickle down to the college's version.
 - Listserv guidelines is just for RCCD-ALL, initial language has been sent to Chancellor. Further conversation will happen.
 - RCCD.edu/Brand – Took through process and has been presented to the Board. It is guidelines not policy, living document. The toolkit can also be

3.2 Marketing Committee Charter

- Marketing Committee will bring the Charter to ISPC April 13 for April 21 meeting

- Co-Chairs will bring to the next meeting for review and changes
- Template includes purpose, charge, guiding principles, scope etc...
- Charter will be submitted and approved every year.
 - Question: Why do we need to submit and have approved each year?

3.3 Short-Term Classes Promotion

- Can we create a list of a short-term classes that is easily viewed?
- Can we create an ongoing campaign to promote short term classes?
- Concept 1 (0 Votes)
 - Like photos, do not like boxes. Less Language, maybe pick one – Commit does have negative. Text size is distracting
- Concept 2 (0 Votes)
 - Clearer than Concept 1. Missing period after Connect. Make all one block
- Concept 3 (9 votes)
 - Missing photos. Like the box at the bottom. Photos bring attention
- Concept 4a (0 Votes)
 - Refreshing, less fragmentations.
- Concept 4b (0 Votes)
 - Too dark

3.4 NC Style Guide Update

- Incorporating feedback from Mark Knight, Diana Meza and Chris Clarke.
- Changing to Brand Guide, consistency in language, guidelines around logos, etc.
- Adding norcocollege.edu/brand
- Will work on getting this out to the college community through constituency groups and presentations

3.5 Meeting Time

- New committee time, 2nd Thursday at 2:30

4. Good of the Order

-

5. Future Agenda Topics (optional)

- Social Media Guidelines
- Marketing Campaigns – When & How

6. Adjournment

- 3:42 pm

Next Meeting (optional)

Date: April 8th, 2021 via Zoom