

Norco College
Marketing Committee Meeting

May 23, 2018
10:00am-11:00am
IT 218

Minutes

Members Present: Lenny Riley, Brady Kerr, Ruth Leal, Ashley Etchison, Rudy Castellanos, Autumn Parra, Megan Lindeman

Absent: Jennifer Krutsch, Vonetta Mixon, Bryan Reece

Guests: Kaytlyn Contreras, Debra Mustain, Kevin Fleming, Diana Meza

1. Approval of Minutes April 18, 2018
 - a. Notations were to correct the time of the meeting and the spelling of Megan's last name to remove the "r." Megan Lindeman motioned/Brady Kerr seconded. Approved.

2. Logos, Seal and NC
 - a. Tri-chair Kerr presented the survey for the proposed updated Logos, Seal and NC at www.surveymonkey.com/r/6LTFPSM to the members and guests. One change was requested in that the color in the Logos section should be monochromatic color. Mr. Riley suggested sending a separate survey to each constituency group (faculty, staff, students, and community) since that has been successful for the annual Technology Survey. The need for input from external audiences was stressed. It was suggested to add comments to each page and to add the current spirit logo as an option. A QR code would be offered for people to take the survey with ease. With the revisions, the members were satisfied with the survey and decided to move forward with the direction of the results. The next steps would be to gather the results, discuss at the next meeting, and determine if to move forward in the strategic planning process. If a marketing consultant hired it would not void the work done on the logos. It would strengthen any brand by research and outreach to all stakeholders.

3. Marketing Plan
 - a. Kevin Fleming presented a proposal to bring in a consultant to provide a marketing plan with research results to use as a basis for decision on branding, marketing, outreach, etc. After discussion, the committee decided to move forward with the direction of a comprehensive marketing plan. The details still to be discussed (i.e. timeline, if using a consultant, RFP, meeting dates, etc.) but that if funding were available for faculty to participate in a subgroup, potential subgroup meetings could take place during the summer to discuss details and bring back a report to the full committee in the fall for

final decisions. Members stressed the importance of having full input from students college-wide. Brady Kerr motioned/Megan Lindeman seconded. Approved.

4. Reports

- a. Multi-Media Update – Ruth Leal reported continuous increase in social media followers with Facebook 3367, Twitter xxxx, and Instagram 1,067. In regards to video, Ms. Leal is currently working on Grad Stories and taped some Student Spotlight Stories. ASNC launched #MyNCStory with a video for a social media campaign on FB, Twitter, and Instagram. It's open to students and alumni.
 - b. Website Update – Lenny Riley reported that the commencement page is being updated and the Accreditation page has 500 pages that need to be reviewed.
 - c. Marketing Budget Update – Ruth Leal reported that the invoices have been submitted for the items approved by the committee and the year is being closed out. Items purchased from the budget included an outreach letter to high school seniors in CNUSD that cost about \$3,000 to produce. CNUSD could not provide mail merge data (4200 seniors) because NC does not have data sharing agreement. The letters will be sent out at the end of this week. Marketing company in LaVerne must handle the assembly, postage etc. Cost an additional \$6000. Daniela stated that NC needs an MOU with CNUSD for data sharing and that it can be used for other recruitment efforts.
 - d. Outreach Efforts – Daniela McCarson reported that she attended the Salesforce conference for Enrollment RX. CRM tool that can be utilized in education. They are piloting with Veterans and Equity programs. The District Office has a site license that is used for Adult Education population. Lots of options for applications and the Foundation will use it as well. Summer Advantage has close to 500 students. Applications are closed with over 1200 applicants. It was open to outside of CNUSD. Norco Orientation Week June 11-14 will include a career project and the students will be grouped by Schools.
5. District Enrollment Marketing Committee – Diana Meza reported that the District Office is sending out a marketing piece titled Three Colleges-One Mission. It is going out to electronic media, snapchat, Press Enterprise, and Pandora. On June 18th in electronic media there will be an offer to market to veterans but the District Office will need the artwork a week prior.

Next meeting will be September 12, 2018 in IT 218.