

Norco College

Marketing Committee Meeting

April 18, 2018
11:00am-12:00pm
IT 218

Minutes

Members Present: Lenny Riley, Brady Kerr, Ruth Leal, Bryan Reece, Vonetta Mixson, Ashley Etchison, Rudy Castellanos, Autumn Parra

Absent: Meghan Linderman, Jennifer Krutsch

Guests: Sabrina Sepulveda, Cathy Brotherton, Kaytlyn Contreras, Adriana Catalan, David Schlanger, Crystal Slininger, Mark Hartley

1. Committee Business

- a. Membership consists of faculty, staff, and students:
 - Faculty appointed by the Academic Senate – Brady Kerr, Vonetta Mixson, Meghan Linderman
 - Classified staff appointed by CSEA – Lenny Riley, Ruth Leal, and Jennifer Krutsch
 - Student representatives appointed by ASNC – Autumn Parra and Rudy Castellanos
 - Managers appointed by the President’s Cabinet – Bryan Reece and Ashley Etchison
- b. Tri-Chairs - This is a newly established shared governance standing committee of ISPC. As a shared governance committee it is required to establish Tri-Chairs, which consist of management, faculty and staff members:
 - Faculty Tri-Chair – Brady Kerr was nominated for faculty chair. All members present voted unanimously.
 - Staff Tri-Chair – Ruth Leal was nominated for staff chair. All members present voted unanimously.
 - Management Tri-Chair – Ashley Etchison was nominated for management chair. All members present voted unanimously.

2. Logos, Seal and NC

- a. Tri-chair Kerr presented the revised proposed Logos, Seal and NC to the members and guests. In the March meeting, the committee gave feedback to Mr. Kerr on the logos and changes were made based on that input. The Athletic Leadership team met and provided feedback as well to the graphic artists and the logos reflect those revisions. The committee reviewed the revised logos and determined which logos moved forward and those eliminated.

- The NC logo – after a review and discussion, the committee decided to eliminate lower case nc design. The remaining two NC logos were moved forward with the revision to the cut NC that it become monotone in burgundy. Ashely Etchison will share that revision with the graphic artist and submit the revised logo to Brady Kerr. The NC logo is needed for co-branding and to bring more awareness to Norco College as many colleges are known for initials. The committee discussed the efforts this academic year to bring forth the use of NC as part of our culture.
- Norco College logo – after a review and discussion, the committee decided to eliminate the full Norco College lowercase design. The update to the Norco College logo was minimal with adding a cut to the O in college and bringing it to larger prominence so it is not secondary to Norco but equal. The discussion was that this was important that Norco and College be equal to reflect that it is one institution and not two separate entities with larger inflection on Norco. The committee felt it was an important step as part of the discussion on being more neutral to our other communities. Dr. Reece conveyed feedback from his outreach in Eastvale, Corona, and Jurupa Valley.
- Seals – the lower case seal was eliminated. Decision was made to move forward with design #3 & #4. Decision was also made to combine #1 & #2 to move forward along with our current seal.
- Spirit Logo - This is the logo for Athletics/Spirit. Version 1 and Version 2. After discussion, it was determined that Version 1 moved forward. Some changes to be made on Version 1 to soften the look of the horse. Recommended changes were more definition in the hair (less colored in), remove hard lines on the cheek area, thinner line on the bottom of the design.
- Athletic Mustang – The majority agreed that collegial lettering best represents Norco College for athletics and is widely used by colleges/most recognizable/aligned with collegiate sports. The committee decided on a few changes: reduce the horse's head and move N over so it is not covered by the horse's mane. These revisions would be sent to the graphic artist and it was decided that the logo would be moved on.
- Running Athletic Mustang logo – the committee decided to move it forward. Athletic Leadership feedback was that if a smaller logo is used it could potentially get lost when applied on the merchandise.

Input was received from college faculty that own horses on the logos with a horse design to ensure that they look like an actual mustang. The basis for the mustang is Gigi, a mustang owned by Sarah Burnett. As stated in the March meeting, the committee determined the look and feel with input from faculty was for a fierce mustang for athletics but reflect that the college community are the Mustangs and we are fierce, innovative, independent, but a family. These were taken from characteristics of a mustang provided by Sarah Burnett. The Athletic Leadership team reviewed the logos as well as ASNC and selected students. The logos

have been reviewed by Art faculty as well as Graphic Design faculty. In addition, selected staff have reviewed the logos and given input.

Colors were discussed and everyone was in agreement with continuing the use of burgundy. It was also discussed that the current seal should be changed from black to burgundy.

Logos that were approved moved forward and feedback will be requested by the college community. Discussion was held about the process for how the college community will select the logos. It was decided by consensus of the members present to send out an electronic survey campus-wide and have a college forum for those who would like to discuss in person. The survey would include the current Norco College logo and Seal so that the college community could provide input on its preference. Members stated that the students' opinion should come first and foremost. Shared governance does not involve students. The committee would take the feedback and present the approved logos to ISPC.

3. Reorganization Update

- a. Dr. Reece discussed the upcoming institutional reorganization of the college. There have been several meetings held to discuss the reorganization. Dr. Reece has been communicating the information to the Chancellor, the Board and the District Strategic Planning Committee. Big date will be May 17th, the Committee of the Whole will be meeting about moving forward with the reorganization. If no consensus, then it will be adjusted.

4. Marketing, Outreach & Communication Plan

- a. Dr. Reece will meet with the Tri-chairs to discuss the possibility of a marketing, outreach & communication plan. Dr. Reece also would like to review the possibility of hiring a marketing consultant that would work with Norco College for about 6-8 months. He asked that the committee consider family members, or outside marketing that has impressed them to see who we consider working with Norco College. These would be future topics for discussion and decisions.

5. Reports

- a. Multi-Media Update
 - Ruth Leal reported that she is currently finishing up the videos for Dinner with the President. One is a video on Sabrina Cervantes which consisted of several interviews including Chancellor Eloy Oakley. The event is on April 19th and is part of the President's Award for Excellence.
- b. Website Update
 - No Report – Leonard Riley
- c. Marketing Budget

- Ruth Leal reported that the approved items by the committee are being processed and that she is working with Sabrina Sepulveda on getting all invoices processed through Business and Academic Affairs marketing budgets.

d. Outreach Efforts

- Crystal Slininger updated the committee that Dual Enrollment currently has about 2,000 interested students from 4 schools. There are currently 300 students registered.
- Adriana Catalan discussed outreach for the Summer Advantage program. Currently, 114 seniors have applied and another 60-70 need to be added manually. Next Wednesday there will be a parent meeting. She invited anyone to attend. She presented a mailer that will go out to all high school seniors in the Corona-Norco Unified School District. In the mailer will be a Norco College folder that will have an acceptance letter personally for each student as well as information about the Schools and student support services. Targeting dual enrollment students. Currently working with Lee Pollard Continuation School and talking to students about options.

Next meeting will be May 9, 2018 in IT 218.