

Norco College
Marketing Committee Meeting
April 17th, 2019
10:00am-11:00am, IT 218

Agenda

1. Approval of Minutes February 13, 2019
 - a. Moved to next meeting
2. E-Sports – Andy Robles
 - a. E-Sports has chartered through the ASNC in Fall '18. They will be hosting events including an e-sports event on campus. Goal is to move towards a competitive league. Possible partnership with UC Irvine. High student interest. Equipment was purchased for competitive gaming and will be set up in CSS 217. The group will be assistance with marketing the efforts.
3. VisionPoint Update – Ashley Etchison
 - a. We are continuing to build on the work started in Fall 2018 when the Marketing Committee and VisionPoint completed multiple focus groups and a campus-wide stakeholder survey. Over 600 responses regarding ideas and experiences with marketing and recruitment at Norco College were received from students, faculty, staff, administration and community members.
 - b. Our next step in moving forward with the marketing and branding refresh is to further drill down on insight gained to develop a Norco College brand messaging platform. Vision Point will be hosting two, three-hour brand workshops on campus, Dates will be sent to committee members/college community ASAP.
 - c. Norco College will be moving forward with a full RFP, based on the one created by the marketing committee, to interview firms to continue the process.
4. READY Campaign Update – Ashley Etchison
 - a. To assist with Summer and Fall 2019 enrollment Norco College is participating in the Inland Empire's Desert Regional Consortiums (IEDRC's) conversion campaign. The conversion campaign will utilize lists of students emails to send weekly emails encouraging students who have applied to the college, but not yet enrolled, to enroll in fall and/or summer courses. The emails were are cobranded to Norco College and utilize our student photos.
 - a. Social media advertising will also be utilized (Facebook, Instagram & YouTube) to serve students ads encouraging them to enroll.
5. Open Forum
 - a. Inaugural Easter Egg Hunt, Sat April 20th.
 - b. Norco College NOMU event, May 24th
 - c. Dinner with the President