

Norco College
Marketing Committee Meeting

September 12, 2018

10:00am-11:00am

ST 107

Minutes

Members Present: Brady Kerr, Ruth Leal, Ashley Etchison, Rudy Castellanos, Tajza Chatman, Megan Lindeman, Debra Mustain

Absent: Jennifer Krutsch

Guests: Lorenzo Harmon, Zachary Emory

1. Approval of Minutes May 23, 2018
 - a. Brady Kerr motioned/Megan Lindeman seconded. Approved.
2. Committee Vacancies
 - a. The committee members introduced themselves to the new students. Co-Chair Kerr stated that Vonetta Mixson had resigned and that there is a faculty vacancy. Brady notified Academic Senate president Peggy Campo. The committee discussed asking a business or English faculty to serve. Co-Chair Leal announced Lenny Riley resigned as well during the summer. Ruth has reached out to CSEA and waiting on an appointment. CSEA is asking the Classified Senate to provide a recommendation.
3. Veterans Resource Center Logo
 - a. VRC Director Lorenzo Harmon presented a logo for the VRC that was created by a former veteran student, now a NC employee. Lorenzo stated that the VRC had received positive input from students. He discussed the symbolism of the design and the importance of it to veterans. After input from the committee, Megan Lindeman and Brady Kerr offered to assist with the design.
4. Website Development Update
 - a. Debra Mustain reported that Strategic Development looked at outside firms but due to budget concerns decided to work with District Services for a website redesign using website analytics for top 50 pages and train content page managers. They are anticipating a fall launch with a clean, easy to navigate site. It will be similar to University of Redlands, which was the design approved by the Norco College strategic planning process.
5. NC Marketing & Branding RFI – During the summer a subgroup of the Marketing Committee consisting of Ashley Etchison, Brady Kerr, Megan Lindeman, Ruth Leal, and Jennifer Krutsch met and worked on an RFI

(Request for Information) to send out to marketing firms and consultants. The subgroup received eleven submissions and reviewed them narrowing it down to six. The subgroup will invite them for presentations on October 1 and 3rd between 8am-11am. The items the subgroup will be looking at these items for phase I and II: research, comprehensive evaluation, report and additional services.

Next meeting will be October 10, 2018 in IT 218.