

Norco College
Marketing Committee Meeting

November, 13, 2010

10:00am-11:00am

IT 218

Minutes

1. Approval of September 11th, 2019 & October 9th Minutes
 - a. Tabled

2. Norco Music CD Release Marketing
 - a. 9th Album (Brady Kerr)
 - b. Nov 1st – CD release party at SilverLakes
 - i. 8 Performances, open to the public. Well attended, Trustee Hedrick and Dr. Green attended
 - c. 1.5 weeks out, 2,204 streams on Spotify
 - d. Promote through RCCD Newsletter, social media

3. NC Enrollment Marketing (Ruth Leal)
 - a. An overview of tactics were discussed including use of social media.

4. District Enrollment Marketing (Rebecca Goldware)
 - a. Static signs at Dos Lagos by kids play area. Artwork will be rotated 2-3 times per year. Feedback is welcomed.
 - b. Press Enterprise inserts in October to Chambers & Schools Districts. Will include upcoming activities. Next one will be in Feb, target general awareness.

5. General Obligation Bond Information (Rebecca Goldware)
 - a. 3rd party consultant provided study w/ surveys. Results showed March or Nov similar. March is expected. 54% approval is needed to pass. A Q & A sheet will be provided for college employees.
 - b. Dec 6th timeline to register for ballot with the county
 - c. How can students get involved as they are able to participate.
 - i. There will be a campaign committee that will coordinate volunteers.

6. Digital Sign Guidelines (Ruth Leal)
 - a. The guidelines are available on the website.
 - i. <https://www.norcocollege.edu/committees/mc/Pages/documents.aspx>

7. Open Forum
 - a. Nov 16th – Student Songwriter Showcase, 7:30 in the theatre
 - b. Dec 6th – Music Dept Showcase, 7:30pm

Next meeting will be March 11, 2020 in IT 218