



Marketing Committee Meeting

November 18, 2020

10:00am-11:00am

<https://cccconfer.zoom.us/j/5220133481>

Minutes

Present: Ashley Etchison, Brady Kerr, Ruth Leal, Rochelle Cook, Megan Lindeman, Patricia Gill, Michael Moreno (ASNC), Mylie Valdovinos (ASNC), Samia Irfan (ASNC)

Absent: Andy Robles

Recorder: Cecilia Ramirez

1. Approval of Minutes October 14, 2020
 - Motion to approve: Patricia
 - 2nd: Megan
 - AY: 9 Nay: 0 Abstentions: 0
 - Edits: None

2. RCCD Style Guide and District Marketing Campaign (Brady Kerr)
 - Brady presented the district brand guide which follows a similar format of NC
 - Brady is working with the AVC to ensure there is no misuse and how to report it
 - Also presented, the winter & spring 2021 marketing campaign "Imagine what I can become"
 - STEM is the main focus of the campaign, not a reflection of NC as a whole (generic)
 - Idea to identify the "unique" programs at Norco that are in demand as well as focus on those that need more enrollment
 - The flyers should have the actual job tied to the image
 - Moving forward using guiding principles from NC Marketing Committee with future campaigns
 - The campaign should include how we are working and still supporting our student during our recent remote climate

3. Report to ISPC (Ashley Etchison)
 - Review of the report sent to ISPC which will be presented and viewed today
 - Feedback sent forward was pulled from previous notes

4. NC Style Guide (Ruth Leal)
 - Reviewed the Style Guide and made the edits recommended
 - CORRECTION: Page 5: "Our personality makes us human... the tone we use...defines our personality"

- Independent Brand was not included as it was not incorporated in the RCCD style guide
- The burgundy version of the visual mark was revised to use similar color family
- Pg:13 update the **Clear Space** logo to the original visual mark
- Verbiage will be added regarding “drop shadow”
- Motion to approve w/ changes: Megan/Patricia
 - Yes: 8
 - No: 0
 - Abstentions: 0

5. Spring Enrollment Discussion (Ashley Etchison)

- Work in conjunction with the district
- More information coming regarding funding for marketing
- How will we reach our students to add one more class?
- Suggestion: “Enrollment Event,”
- Promoting student support resources more: tutoring, transferring, etc.

6. Open Forum

- Review the data about our community
- Create guiding principles based on our current climate
 - What is Norco doing during this time?
- Dr. Maureen Sinclair will now join the committee in Dr. Mustain’s absence

Next meeting will be December 9, 2020 via Zoom
 More information to come, if this meeting will
 continue as scheduled or cancelled.