



Charter for Marketing Committee

Spring 2022

This Charter is established between the Marketing Committee and the Institutional Effectiveness & Governance Council (IEGC) to structure the process and planned outcomes included herein during the period of the 2022-2023 academic year.

Purpose

The Norco College Marketing Committee collaborates to build a consistent and recognizable brand for Norco College that is representative of the college and community that we serve.

Charge

The committee plays a key role in supporting efforts related to expanding college access by increasing both headcounts and FTES through marketing, branding, messaging, and campaign strategies in support of the college's Educational Master Plan and Strategic Plan. The committee is integral to representing the image of the institution through the Norco College brand.

Guiding Principles and Assumptions

The Marketing Committee will provide marketing, campaign, and budget recommendations to the Institutional Effectiveness and Governance Council, Norco College Division of Planning and Development, the District Marketing & Communications Committee (DMCC) and the RCCD External Relations and Strategic Communications department.

Decisions will be made utilizing available enrollment data, past campaign reports, social media metrics, advertising metrics, and other relevant student data.

Scope & Expected Deliverables

The committee supports the Educational Master Plan objectives 6.5 and 6.7.

- Provide feedback/recommendations on college marketing priorities, goals, and objectives
- Recommend updates to the NC Brand Guide and RCCD Brand Guide
- Develop marketing plan strategies and campaign recommendations to assist with FTES growth; provide feedback and recommendations on marketing campaigns
- Provide recommendations for the marketing and advertising budget
- Create Social Media guidelines based on district social media guidelines

Scope & Expected Deliverables

- Develop and provide resources, such as templates and messaging, to be made available on the Marketing Committee webpage.

Membership

The Marketing Committee will be comprised of ten members, inclusive of representatives of all constituency groups and assigned or appointed by their respective representative bodies. All members are voting members.

- Faculty Representative (Co-Chair)
- Classified Professional Representative (Co-Chair)
- Management Representative (Co-Chair)
- Classified Professional Representative
- Classified Professional Representative
- Faculty Representative
- Faculty Representative
- Management Representative
- ASNC Representative
- ASNC Representative

The members of the Marketing Committee will act via email in between meetings for quick responses/feedback needed on marketing items with a short deadline. All NC Marketing Committee members will be part of these email communications. All communications will be conducted through the committee co-chairs. Any activity will be noted on the following meeting minutes.

Meeting Time/Pattern

The Marketing Committee currently meets monthly on the third Wednesday at 11:00am via Zoom. In future, meetings may take place online, in person, or in a hybrid modality. Meetings are open to the college community and personnel from the Office of External Relations and Strategic Communications and Planning and Development are invited to attend with a standing agenda item.

To request an item for a future agenda, please contact the Co-Chairs for consideration.

Roles of Chairs and Members

The Co-Chairs are accountable to IEGC to ensure continuity of dialogue between governance tiers. Co-Chairs are responsible for preparing agenda and facilitating meetings of the Marketing Committee based on best practices and guidelines for effective facilitation.

Members are recognized as stakeholders with important expertise and perspectives relevant to the strategic charge of the Marketing Committee that can help to achieve the committee's charter deliverables. Members are expected to actively attend and participate in all meetings, deliberations, and decision-making processes of the Marketing Committee. While representing the perspectives of the constituency group to which they belong, members are expected to

Roles of Chairs and Members

engage in effective dialogue with committee peers with the intention of finding consensus on all issues that come before the committee.

The Marketing Committee members will report meeting outcomes to their constituency groups.

Meeting Procedures and Expectations

The Co-Chairs, and members of this governance entity will adhere to meeting and governance best practices as follows:

Meeting agendas are issued in advance of meeting times. Meeting agendas are organized to achieve milestones established in the charter and prioritize actions pending, actions required, and problem solving to move the work of the group forward. Either minutes or notes are taken to record the groups progress OR a final summary report is to be submitted/posted.

Members endeavor to:

- Appropriately prepare for meetings based on the meeting agenda.
- Arrive promptly and stay for the duration of entire meetings.
- Participate in a problem-solving approach where the interests of all participants are considered in developing proposals and recommendations and, where appropriate, distinguish between constituency versus college-wide perspectives.
- Welcome all ideas, interests and objectives that are within the scope of the charter.
- Actively listen to engage in respectful and constructive dialogue.
- Work with a spirit of cooperation and compromise leading to authentic collaboration.
- Move forward once a consensus-based decision has been made.
- Work collaboratively to move items forward as a group. Follow through on tasks that are committed to outside of scheduled meetings.