

Norco College
Marketing Committee Meeting

October 10, 2018
10:00am-11:00am
ST 107

Minutes

Members Present: Ruth Leal, Rudy Castellanos, Tajza Chatman, Megan Lindeman

Absent: Jennifer Krutsch, Brady Kerr, Ashley Etchison, Debra Mustain

Guests: Mark Hartley, Andy Robles, Leonard Riley, Jose Castaneda

1. Approval of Minutes September 12, 2018
 - a. No quorum. Minutes tabled for next meeting.

2. Committee Vacancies
 - a. Co-Chair Ruth Leal announced that a staff member has been identified and will be recommended by the Classified Senate at their meeting today. Once the Senate provides a recommendation to CSEA and it approves, the staff co-chair will be notified.

3. Veterans Benefit Concert
 - a. Student Veterans of America Club Advisor Andy Robles and President Jose Castaneda presented that the club had worked with Commercial Music and IMC on the concert. It will feature two bands from Norco Music. Proceeds will go to the Student Veterans of America Club for an emergency fund for veteran students who are in need and depend on benefits that can use the money temporarily from the emergency fund. Last year's concert raised \$2,000 for the fund. Andy and Jose shared the flyer. This Friday is the 2nd meeting for the event. Porcelain Hill will return this year as the headliner. They are potentially working with the National Guard to bring two Hum Vees for a stage enclosure. It is a benefit concert. They are hoping to create a website to purchase tickets. The committee discussed how marketing can assist with postings on social media, flyer to peachjar, a website banner, marquee sign placement and encouraged the club to make posters and flyers to distribute on campus.

4. Website Development Update
 - a. Leonard Riley shared a preview of the website. The current site is too busy and full of information. The front page is based on analytics. There are 14 boxes. It is student-centered. It is really a repository for employees currently. New to the look are videos and hero images. It is cleaner using SharePoint 2016. Current pages have too much information. They are trying to simplify and streamline. It will be mobile responsive. The two sites

that were used for design were University of Redlands, which Norco College had approved as the site image to base on, and Tacoma Community College. Discussion that the site looked like Tacoma but not like University of Redlands although still clean. District Services is working on the design. They still need feedback and suggestions. Several suggestions including having a student focus group provide feedback on the site were provided to Lenny to share with the design team.

5. NC Marketing & Branding RFI – The subgroup has a recommendation for the full committee to review and take action. Without a quorum, it will need to be conducted via e-vote with giving the students, who have not had an opportunity to participate, time to review and provide feedback. An e-vote will be reported at the next meeting.
6. Marquee Guidelines – The guidelines are placed on the Marketing Committee webpage. The committee was shown how to navigate to the page and locate the document.
7. Open Forum – Mark Hartley brought forth the concern that the logos have not been decided and the athletics program needs to have the athletic determined by July 1st.

Next meeting will be February 13, 2019 in IT 218.