

Norco College
Marketing Committee Meeting

November 14, 2018

10:00am-11:00am

ST 107

Minutes

Members Present: Andy Robles, Ruth Leal, Rudy Castellanos, Megan Lindeman, Jennifer Krutsch, Brady Kerr, Ashley Etchison, Debra Mustain,

Absent: Tajza Chatman, Kasey Boyer

Guests: Rochelle Cook, Damon Nance

1. Approval of Minutes September 12, 2018 and October 10, 2018.
 - a. Andy Robles motioned/Megan Lindeman seconded. Approved.
2. Marketing & Branding RFP Recommendation E-Vote
 - a. An email vote was conducted on October 23, 2018 as a recommendation from the subgroup consisting of Ashley Etchison, Brady Kerr, Ruth Leal, Megan Lindeman, and Jennifer Krutsch, who over the summer sent out an RFI to marketing companies, focusing on a marketing and outreach audit. The subgroup received multiple responses and interviewed six companies. The subgroup recommended VisionPoint, whose proposal included a comprehensive student focused marketing and branding audit, including stakeholder interviews and survey. Jennifer Krutsch motioned/Debra Mustain seconded. Approved. Two abstentions.
3. New Committee Members
 - a. Co-Chair Brady Kerr reported that Andy Robles has been appointed by the Academic Senate to serve as a faculty representative on the Marketing Committee. Co-Chair Ruth Leal reported that Kasey Boyer has been recommended by the Classified Senate and appointed by CSEA to serve as a classified staff representative on the committee.
4. Marketing Plan Timeline
 - a. A kick-off call with VisionPoint included some marketing committee members and Caitlin Welch from the Office of Institutional Effectiveness took place on November 7, 2018. Goals and objectives were outlined. VisionPoint asked for student demographics from Institutional Effectiveness, who will be relied upon for much of the college data. VisionPoint will conduct competitor research and do a SWOT analysis. November 28 and 29 is slated for their Listening Tour. They are finalizing times. Two student focus groups will be schedules. Other focus groups include local high schools, executive committee, and outreach staff. A strategy brief will be presented

at the end of the year. November 28th is set for staff but it is targeted for recruitment staff only. There will be an online survey that will go out to everyone.

5. Veterans Benefit Concert

- a. Andy Robles reported that this is the second annual concert. Music Industries student Talia Moore will sing the national anthem and another Music Industries student Damien Navarro opens the show with his band. Porcelain Hill is performing again this year. They are alternate/blues/rock band. The headliner is Elliott Mckenzie, a former marine. The National Guard is sponsoring the event with banners and other printed materials. They are planning to have two hum vees as part of the backdrop. Assemblymember Sabrina Cervantes and President Bryan Reece will be speaking at the event. All proceeds from the benefit concert go to the veterans' emergency fund to help student veterans with emergency funds. Promotion of the event include posters, flyers, an email blast to students, web banner, info on marquee sign, social media posts, and a press release. The event has been branded with a look that speaks to veterans and the Veterans Student Association is launching a website for it.

6. Read 2 Succeed

- a. The author from Lives in Limbo will be on campus tomorrow. There will be an author luncheon with RISE students. Promotion for the program includes posters, flyers, bookmarks, web banner, info on the marquee, social media posts, press release, info on digital kiosks in Library and LRC, email blast to students, and Grad Guru. Read 2 Succeed is a college-wide read that is open to everyone in the college community and includes a book discussion, student panel, and author visit. The spring book is The Upward Spiral by Alex Korb. This particular book was recommended by Kim Kameran.

7. Statement of Purpose

- a. The committee reviewed the original committee purpose statement from the proposal to ISPC to create the Marketing Committee. It was revised as follows:
 - As a standing committee of ISPC, the Norco College Marketing Committee collaborates to build a consistent and recognizable brand for Norco College that is representative of the college and the community that we serve.

8. Open Forum – ASNC is having a Live to Give bins to collect food for the food pantry. The collection bins will be located in front of ASNC in the Upper Lounge. On November 16th at 10am there will be an E-Sports Task Force meeting in CSS 217 to discuss creating an e-club for e-sports. Gaming & STEM are collaborating for Game Night on December 7th.

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