

**Norco College**  
**Marketing Committee Meeting**

September 11, 2019  
10:00am-11:00am  
IT 218

Minutes

1. Approval of Minutes April 17, 2019
  - a. Motion passed 7 yes/1 abstain
  
2. Accreditation Standard I.C Review (Ruth Leal)
  - a. Ruth discussed the purpose of the standard review. The marketing committee does not have purview over the any of the topics (catalog, class schedule, syllabus) covered in the standard, but are providing a review.
  
3. Review of RCCD Style Guide (Brady Kerr)
  - a. Brand Identity/Position and Consistency will possibly be changed with our VisionPoint refresh. Would like to be sure this is a living document that can be updated.
  - b. Need to reference the current style guide.
  - c. Color Guide – page needs to be updated to match the current as well a link to complimentary and school colors.
  - d. Photographer – reference photographers on campus?
    - i. Need to look at the photo release language- conversation with legal?
    - ii. Include new photo release
  - e. Social Media – would like to have a bigger discussion with the district and other colleges. What is appropriate/not appropriate, do we delete comments etc. SPAM accounts
    - i. Will bring examples from other colleges
  - f. Web policies – technology committee and district webmaster
    - i. The style and design should adhere to the style guide themes, fonts and colors
  - g. Proofreading – Departments provide initial review, consistency, content and then send to PIO to review. Include position not name. Increase efficiency of the process. Templates will assist with accuracy
  - h. Local marketing materials – add local approval
  - i. Design policies – align with style guide
  - j. College Logos – Need to align both style guides, deeper look at logo approval process. Need to create some alignment.
    - i. Need timelines and deadlines
    - ii. Include other colleges in the conversation
  - k. Logos – Include other approved logos
  - l. Fonts – Are fonts consistent?

4. Comments – Where can faculty go to design flyers now? – Printing and Graphics webstore
5. VisionPoint Update (Ashley Etchison)
6. New ASNC, Library, LRC, and Athletics Logos (Ruth Leal)
  - a. New logos – have not gone through approval process. Working on streamlining process.
7. Open Forum

Next meeting will be October 9th in IT 218