

## **Marketing Committee Meeting**

**May 13, 2020**

10:00 am – 11:00 am

<https://cccconfer.zoom.us/j/97087191997?pwd=dHBVdWFGc1Z4RjFaUVhKOHpINIFOZz0997087191997>

**Members Present: Ruth Leal, Brady Kerr, Megan Lindeman, Debra Mustain, Ashley Etchison**

**Members Absent: Andy Robles, Rochelle Cook, Kasey Boyer**

### **Chris Clarke, Executive Director**

- May & June enrollment campaign. “opportunity is knocking”. Messaging around uncertainty and recession. Future is bright, opportunity is ahead. Three college doorways. Cobrand the District
- “Imagine what you can become” campaign – Hero’s and Heroines. Branded to the colleges
  - Suggestions tie into the Opportunity campaign to keep it one theme
  - No highlights around the logos colors mesh
  - Highlight the time we are in
- Promoted on social media, boosted posts and ads, ¼ budget in social media
- Search engine marketing, Google & Bing
- Video campaigns, YouTube and Hulu
- Pandora and Spotify, Audio
- Email Campaign, 25,000 low income households in the District
- Direct Mail Postcard, 85,000 in District
- Posters and Flyers to be distributed to colleges
- May 18<sup>th</sup> – June 30<sup>th</sup>, specific landing page that links to college website. CCCApply button
- Would like suggestions on what programs to highlight, including certificate programs

### **Approval of Minutes for February 26, 2020**

- No quorum, will do an email approval

### **Vision Point Visual Mark Video & Survey (Ashley Etchison)**

- Feedback on video and survey was positive
- Committee members are satisfied with both visual marks
- Will send to committee members today for feedback and will send survey to college community tomorrow.

### **Discussion of potential special meeting (Co-Chairs)**

- Doodle poll will be sent to committee for availability

### **Information item: Athletics Program Style Guide (Mark Hartley)**

- Athletics style guide was shared with the committee
- The style guide was shared with the tri-chairs and VisionPoint in the winter for feedback
- Athletics will attend a future marketing committee meeting to share how the style guide is being utilized.

### **Lucidpress Demonstration (Ruth Leal)**

- Tyesen Larsen from Lucidpress shared the brand platform.
- The platform allows the campus to access brand templates, including flyers, postcards, newsletters etc
- Brand elements can be integrated

- Allows uploads from inDesign
- Materials can be customized, but parameters can be added to ensure certain elements can not be manipulated.
- There is a photo library
- Can post directly to social media sites
- Accessibility? Tyesen will send accessibility standards. They do meet CA standards.
  - How does it work when sending documents electronically

### Open Forum

- Brady presented the new Norco College Online logo



- LGBTQ+ Advocates, new Senate approved committee of the academic senate
  - LGBTQ+ Advocates approved new logo
  - GSA changed their name to PRISM
  - The inclusion of grey is inclusive



- Reminder of District requirement for logo approvals, need clarification of process.