

## Marketing Committee Special Meeting

June 10, 2020 10:00 am – 11:00 am

<https://cccconfer.zoom.us/j/923275247311>

Members Present: Ruth Leal, Brady Kerr, Megan Lindeman, Debra Mustain, Rochelle Cook, Patricia Gill  
Ashley Etchison

Members Absent: Andy Robles

1. Approval of Minutes for May 13, 2020
  - a. Motion Passed
2. Vision Point Visual Mark Video & Survey (Ashley Etchison)
  - a. Caitlin Welch introduced the survey and Ashley provided an overview of the results
    - i. 130 participants took the survey that included both qualitative and quantitative data. Over 100 comments were submitted. The survey was sent to staff, faculty, Presidents advisory board, management and student government leadership.
      1. Option A: Extremely/somewhat: 69.77%, Neutral: 15.5%, Not very/not at all: 14.73%
      2. Option B: Like it very/somewhat: 62.99%, Neutral: 15.75%, Dislike very/somewhat: 21.26%
  - b. The committee was asked to provide a recommendation based on the survey results and committee discussion to the President's Office.
  - c. The committee discussed the results and respondents' feedback
    - i. Overall, the college responded favorably to both Visual Marks
    - ii. Comments were overwhelmingly positive
    - iii. Concerns were raised regarding the video being a possible deterrent. The marketing committee approved the survey with the video to provide respondents with a background on the research.
    - iv. The survey design did not ask respondents for constituency group
    - v. The results were very close which did not point to a clear winner.
  - d. Two recommendations were presented to the committee:
    - i. Recommendation A: Do not choose a visual mark and open the survey period
    - ii. Recommendation B: Choose a visual mark and provide a recommendation to Dr. Green that included any concerns.
      1. Committee voted 5 / 2 to choose a visual mark and make a recommendation.
  - e. Option A & B were further discussed.
  - f. The committee unanimously approved Option A as the Norco College Visual Mark.
    - i. It was chosen based on feedback from the survey and the unique, dynamic design.

