

Norco College
Marketing Committee Meeting

May 23, 2018
10:00am-11:00am
IT 218

Minutes

Members Present: Lenny Riley, Brady Kerr, Ruth Leal, Ashley Etchison, Rudy Castellanos, Autumn Parra, Megan Lindeman

Absent: Jennifer Krutsch, Vonetta Mixon, Bryan Reece

Guests: Kaytlyn Contreras, Debra Mustain, Kevin Fleming, Diana Meza

1. Approval of Minutes April 18, 2018
 - a. Notations were to correct the time of the meeting and the spelling of Megan's last name to remove the "r." Megan Lindeman motioned/Brady Kerr seconded. Approved.

2. Logos, Seal and NC
 - a. Tri-chair Kerr presented the survey for the proposed updated Logos, Seal and NC at www.surveymonkey.com/r/6LTFPSM to the members and guests. One change was requested in that the color in the Logos section should be monochromatic color. Mr. Riley suggested sending a separate survey to each constituency group (faculty, staff, students, and community) since that has been successful for the annual Technology Survey. The need for input from external audiences was stressed. It was suggested to add comments to each page and to add the current spirit logo as an option. A QR code would be offered for people to take the survey with ease. With the revisions, the members were satisfied with the survey and decided to move forward with the direction of the results. The next steps would be to gather the results, discuss at the next meeting, and determine if to move forward in the strategic planning process. If a marketing consultant hired it would not void the work done on the logos. It would strengthen any brand by research and outreach to all stakeholders.

3. Marketing Plan
 - a. Kevin Fleming presented a proposal to bring in a consultant to provide a marketing plan with research results to use as a basis for decision on branding, marketing, outreach, etc. After discussion, the committee decided to move forward with the direction of a comprehensive marketing plan. The details still to be discussed (i.e. timeline, if using a consultant, RFP, meeting dates, etc.) but that if funding were available for faculty to participate in a subgroup, potential subgroup meetings could take place during the summer to discuss details and bring back a report to the full committee in the fall for

final decisions. Members stressed the importance of having full input from students college-wide. Brady Kerr motioned/Megan Lindeman seconded. Approved.

4. Reports

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