

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

November, 13, 2010

10:00am-11:00am

IT 218

Minutes

1. Approval of September 11<sup>th</sup>, 2019 & October 9<sup>th</sup> Minutes
  - a. Tabled
  
2. Norco Music CD Release Marketing
  - a. 9<sup>th</sup> Album (Brady Kerr)
  - b. Nov 1<sup>st</sup> – CD release party at SilverLakes
    - i. 8 Performances, open to the public. Well attended, Trustee Hedrick and Dr. Green attended
  - c. 1.5 weeks out, 2,204 streams on Spotify
  - d. Promote through RCCD Newsletter, social media
  
3. NC Enrollment Marketing (Ruth Leal)
  - a. An overview of tactics were discussed including use of social media.
  
4. District Enrollment Marketing (Rebecca Goldware)
  - a. Static signs at Dos Lagos by kids play area. Artwork will be rotated 2-3 times per year. Feedback is welcomed.
  - b. Press Enterprise inserts in October to Chambers & Schools Districts. Will include