

Norco College
Marketing Committee Meeting
February 26, 2020
10:00am-11:00am
IT 218

Minutes

Present: Andy Robles, Rochelle Cook, Megan Lindeman, Brady Kerr, Ruth Leal, Ashley Etchison
Absent: Debra Mustain, Kasey Boyer

1. Approval of November 13, 2019 Minutes
 - a. Andy motion/Brady Second: 5 yes, 1 abstention Approved
2. Approval of September 11, 2019 Minutes
 - a. Andy motion/Megan Second: 5 yes, 1 abstention Approved
3. Vision Point Visual Mark (Vision Point)
 - a. Vision Point presented on the visual mark system
 - b. Round 3 revisions were presented to committee
 - c. A: Shield had mustang breakout rather than be contained.
 - i. Moved wordmark around for variations
 - ii. A and A3 preferred. Head facing left.
 1. Leaving its past and moving forward
 - iii. Keep A & A3
 - d. D: Brought in sharp edge to suggest seal
 - i. D and D6 preferred
 - ii. Get rid of D1 -D4
 - iii. Could we draw line down left to complete shield
 - iv. Complete D5 & D6 and keep original D, D5 & D6
 - e. Ruth brought feedback from classified meeting, D was overall preferred
 - f. Geometric was chosen due the abstract feel.
 - g. Vision Point will send updated slides
 - h. A survey will be sent to the college community
4. Campaign Messaging Meeting Schedule (Ashley Etchison)
 - a. Need to reschedule the messaging platform presentation
 - b. Ashley will bring recommendation week 3 or 4 in March, Wednesday 11 10 have Vision Point present to committee. Wednesday or Monday (least preferred)
5. Media Preference Survey (Ashley Etchison)
 - a. Survey open now to April 12

