



Riverside City College
Marketing Resources Committee (MRC)

Agenda

October 13, 2022

1pm-2pm

Zoom

- I.** Approval of minutes from the September 8, 2022 meeting
- II.** Old Business
 - a. Brand Guide 2.0
 - i. Logo Guidelines and Logo Update Strategy
 - ii. Developing Marketing Best Practices Tip Sheet
 - b. Consortium Media Preference Survey
- III.** New Business
 - a. Tiger Bedazzle for Website
 - i. Event Calendar Student Submissions
 - b. Home Page Carousel
 - c. Staff Directory
- IV.** Equity in Marketing
- V.** Adjourn