



Riverside City College
Marketing Resources Committee (MRC)

Agenda

November 10, 2022

1pm-2pm

Zoom

- I.** Approval of minutes from the October 13, 2022 meeting

- II.** Old Business
 - a. Media Preference Survey – Draft Questions
 - b. Brand Guide 2.0
 - i. Logo Guidelines and Logo Update Strategy
 - ii. Developing Marketing Best Practices Tip Sheet
 - c. Tiger Bedazzle/Doodle for Website
 - i. Event Calendar
 - 1. Annual Planning
 - 2. Student Submissions
 - 3. Transition
 - d. Mailers

- III.** New Business
 - a. EOPS Business Card

- IV.** Equity in Marketing
 - a. Website Translation

- V.** Adjourn