RIVERSIDE CITY COLLEGE
Resources Development & Administrative Services Leadership Council (RD&AS LC)
September 25th, 2023
3:00 p.m.   5:00 p.m.
Via Zoom

<u>Members Present</u>

Stephen Ashby, Patrick Scullin, Natalie Halsell, Elia Blount, David Lee, Sabrina Kroetz, Tonya Huff, Jennifer Lawson, Dan Hogan, Chris Williams, Lorenzo Lopez, Robert Beebe, Charlie Richard, David Lee, Cabal Martin

<u>Guests</u>

Malika Bratton, Lamar Neal, Bernadette Rochin

<u>Call to Order:</u>

3:03 p.m.

<u>Approval of Agenda</u>

Natalie motioned, Sabrina seconded, no objections or abstentions.

<u>Approval of Minutes</u>

Chris motioned, Tonya and Charlie seconded, David Lee, Jennifer Lawson, and Angelina Alcantar abstained

<u>Co-Chair Report(s) of Activity</u>

Patrick –

Danny – Not present

Stephen –

Open Forum for Equity Connections: Best Practices, Struggles, and Solutions

No items raised.

Action Items

N/A

New business

EMLI Case Study Question

Presented by guests Lamar Neal, Malika Bratton, and Bernadette Rochin. While determining a topic for the Equity-Minded Learning Institute final project (required for the college to graduate from the Equity-

Minded Learning Institute), the work-

Marketing Campaign Update

The college wishes to update the current campus message and banners around campus. One issue presented was of banners being in places nowhere near the program location (e.g. cosmetology banners by the library). One of the current avenues is to present to the campus at large two options for a new slogan ("Be You" and "You Matter") and have the constituents vote on which they like best. Another idea is to have "zones" throughout campus with marketing materials corresponding to that "zone" (e.g. a cosmetology banner would instead be by the cosmetology building), allowing students to quickly identify a building or area. Additionally, different areas and success centers would get updated graphics, colors, etc., to set them apart from each other. Those staff and faculty most involved with each area would also be consulted, as they would have the best insight into what matches and enhances their area or discipline.

While having specific zones is great for identifying different areas, some amount of crossover also exposes students to programs they might not have been aware were available on campus. It was suggested that perhaps corridors or other transitionary areas ("pathways") could be used for this purpose, having advertising for multiple areas of study available on campus. A suggestion was also madb.2 rei(m(f)108(u

were able to be dealt with swiftly, but that access has since been revoked. Currently, monitoring of security footage is not in anyone's job description.

Technology Resources:

TRC had not yet met.

Marketing Resources:

See Marketing Campaign Update above.

<u>Adjourned</u>: 4:23 p.m.