

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

September 26, 2025

<https://rccd-edu.zoom.us/j/82429861170?pwd=pnJdziLwqh4Kv7JKGfqsuRN8LaIQnG.1>

Charge: In support of the RCCD District Strategic Plan, the District Marketing and Communications Committee (DMCC) will work to establish policies and procedures that will provide guidelines and standards for creating and producing marketing, advertising and strategic communications for the District and its colleges.

I. **Call to Order**

II. **Approval of Minutes**

- a. Minutes from May 16, 2025

Recommend Action: Approval

III. **Topics for Discussion**

- a. List Servs + How It's Going
- b. RCCD Video Production Guidelines
- c. Logo Creation Process
- d. Campus Maps

IV. **Updates**

- a. Moreno Valley College
- b. Norco College
- c. Riverside City College
- d. District Office

V. **Upcoming Discussion Topics**

VI. **Completed Resources**

- [District Brand Guide](#)
- [MVC Brand Guide](#)
- [NC Brand Guide](#)
- [RCC Brand Guide](#)
- [Writing Style Guide](#)
- [RCCD Acronym Guide](#)
- [List Servs](#)
- [Graphic Design – Request Form](#)
- [Photography - Request Form](#)
- [Publicity - Request Form](#)

VII. **Next Meeting**

- November 7, 2025 at 9am

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
May 16, 2025

COMMITTEE MEMBERS PRESENT

Ashley Etchison, Dean of Instruction
Brady Kerr, Assistant Professor, CTE, Music Industry Studies
Chris Clarke, Executive Director, External Relations & Strategic Communications
Jessica Vierra, Public Affairs Officer
Leslie Vargas, Public Affairs Officer
Mark Knight, Information Architect
Patrick Scullin, Associate Professor, Applied Digital Media
Rebeccah Goldware, Vice Chancellor (VC), Institutional Advancement & Economic Development (IA&ED)
Robert Delgadillo, Assistant Professor, Applied Digital Art
Thea Quigley, Associate Dean, Career & Technical Education
Tony Rizo, Multi-Media Graphic Artist/Web Technician

COMMITTEE MEMBERS ABSENT

Gaby Estrada Toro, Administrative Coordinator

DISTRICT STAFF PRESENT

Chris Rangel, Media Production Specialist
Kris LoVerso, Senior Graphic Designer
Renee Vigil, Executive Administrative Assistant to VC, IA&ED

CALL TO ORDER

The District Marketing and Communications Committee (DMCC) meeting called to order at 9:03am.

APPROVAL OF MINUTES FROM MARCH 7, 2025

Member Kerr motioned to approve the March 7, 2025 minutes and member Rizo seconded (11 ayes).

QUALITY ASSURANCE GUIDELINES

Member Clarke presented the Quality Assurance guideline and shared that this document was drafted to ensure standards are being followed for visual communication. Member Knight highlighted that appropriate logos, ADA standards are followed, correct fonts are applied, typos and names are spelled correctly, disclaimers are added and print ready prep is included. Member Rizo suggested to define file types and print resolutions. Member Delgadillo inquired about where the document will be housed and VC Goldware shared that this guideline will be referenced on the External Relations and Strategic Communications website for easy access. Member Scullin suggested to share about the guidelines will be shared at Flex and VC Goldware elaborated that is the goal.

VIDEO PRODUCTION

The guide's second draft is about the RCCD's video standards and six essential steps for videoing. These are video standards and common guidelines the District is trying to implement and practice.

LIST SERVS

VC Goldware shared an update that the List Servs are almost operational and the college-all lists will be moderated. Every other list will be open and not moderated. Things will be dynamic via Outlook 365 and there are several lists that can grow with the expansion of groups like the Performing Arts at Norco College (NC). The goal is to release a message to all as an update that these lists will be active in the fall semester. Member Clarke confirmed RCCD-All will continue to be moderated.

LOGO CREATION PROCESS

VC Goldware spoke generally about requests for a logo creation process and there have been no standards set at the District even though the colleges have pieced this together. Member Kerr shared about the re-branding with an external vendor of the NC logo and this went to college Senate for final approval. It was recommended that a small group work as a workgroup to help with this process for logo creation. Member Delgadillo shared that Moreno Valley College had a workgroup that assisted with following brand guidelines and logo creation for a recent BPAs. Member Scullin concurred with the smaller workgroup process that has been used recently for the Athletics' department.

CAMPUS MAPS

Member Clarke shared that is a designer used for official version of campus maps. There are more styles of maps available and it was discussed about allowance of a variety of maps being offered. Member Quigley and member Rizo shared their feedback about RCC's map. Guest LoVerso shared that consistency is key to assist with design and quality and control through Print services. It was discussed about a standard map for the colleges and a repository for consistent maps with standard style across all the campuses.

UPDATES

The college members provided updates about their campus successes and current projects.

ADJOURN

The DMCC meeting was adjourned at 9:52am.

RCCD Video Standards and Guidelines

As of 09-23-25

These guidelines outline the process of standardizing video content, mastering it in HD (1080p), and creating deliverables for various resolutions and platforms.

1. Accessibility Standards (ADA & Section 508)

All video content must comply with **WCAG 2.1 Level AA**, as required by Section 508 of the Rehabilitation Act and the Americans with Disabilities Act.

Guidelines: [WCAG 2.1](#)

Essential Steps for Compliance (Citation: www.beaccessible.com):

1. **High-Quality Captions** – Prefer human transcription services; use SRT or VTT files for compatibility. Burn-in captions only when required (e.g., social reels).
 2. **Audio Description** – Provide narration of essential on-screen action, separate from dialogue.
 3. **Transcripts** – Offer text versions of narration/dialogue, optimized for screen readers (plain text, accessible PDF, or webpage).
 4. **Proper Color Contrast** – Minimum 4.5:1 ratio for small text, 3:1 for large text.
 5. **Keyboard-Accessible Playback** – Host videos on platforms that allow full keyboard navigation.
 6. **Safe Visual Design** – Avoid flashing imagery; if unavoidable, no more than 3 flashes/second and within WCAG thresholds.
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2. Source Material Standardization

- **Resolution:** Capture at 4K/60fps (3840×2160) when possible; 1080p/60fps (1920×1080) is the minimum.
- **Frame Rate:** Match across footage. Downstep is acceptable; upstep is not. Confirm platform/vendor requirements.
- **Color Space:** Rec. 709 (HD) or Rec. 2020 (HDR). Always prepare SDR versions if HDR is used.
- **Aspect Ratio:**
 - 16:9 (standard landscape)
 - 9:16 (vertical)
 - 1:1 (square)

Frame for the intended final format at the shoot stage.

- **File Format:** Preferred capture in MOV or MP4 using ProRes, H.264, or HEVC.
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3. Mastering in HD (1080p)

1080p is the standard resolution for RCCD deliverables. 4K is reserved for VIP, archival, or special projects.

Editing Workflow

- Use professional software: Premiere Pro, Final Cut Pro, AVID, or DaVinci Resolve.
- Set timeline resolution to 1920×1080.
- Optimize all graphics and overlays for 1080p.

Audio Mixing

- Stereo mix at **48kHz**.
- Loudness: Target **-24 LKFS for broadcast**; follow platform-specific standards.
- Keep dialogue clear and dominant over background music.
- Use approved royalty-free tracks (e.g., Envato). Avoid vocal tracks beneath dialogue.

Export Settings

- **Format:** Apple ProRes 422, H.264, or H.265 (HEVC).
 - **Bitrate:** 10–20 Mbps for 1080p; 50–100 Mbps for 4K.
 - **File Type:** MP4 for widest compatibility.
 - **Metadata:** Include title, description, copyright.
 - **Naming Convention:** ProjectName_Resolution_Date (e.g., Commencement1080p_2025-05-20).
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4. Downscaling for Deliverables

Always confirm vendor/platform requirements.

- **1080p HD:** 1920×1080, 10–20 Mbps, 24/30/60fps.
 - **720p HD (rare):** 1280×720, 5–10 Mbps, 24/30/60fps.
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5. Encoding for Platforms

Social Media (Instagram, TikTok, Facebook)

- Resolution: 1080×1920 (vertical), 1080×1080 (square) or 1920×1080 (landscape).
- Bitrate: 4–10 Mbps.
- Codec: ProRes 422 or H.264.

YouTube

- Resolution: Upload highest quality (4K when available, 1080p minimum).
- Codec: ProRes 422, H.264, or H.265.
- Bitrate: 35–45 Mbps (4K), 8–12 Mbps (1080p).
- Captions: Provide sidecar SRT/VTT files.

6. Quality Assurance (QA)

Pre-Production

- Hold production meetings to define goals, messaging, and scope.
- Scriptwriting: draft and refine with staff.
- Creative discussions: reference visual examples, create shot lists.
- Location scouting: evaluate lighting, sound, and logistics.
- Scheduling: confirm participants and locations early.
- Documentation: secure media release forms and permissions.

Production

- Use manual controls (ISO, white balance, shutter, iris) when possible.
- Composition: follow rule of thirds, maintain headroom at ~70–75%.
- Depth: avoid flat backgrounds; add separation when possible.
- Camera stability: tripod preferred; handheld acceptable only for action.
- B-roll: capture supplementary footage for editing flexibility.
- Lighting: avoid mixed color temperatures; use 3-point setups when possible.

Post-Production

The three main versions, or stages, of a video edit are the rough cut, fine cut, and final cut. These versions are used to systematically refine the video project from an initial assembly into the polished finished product.

Rough cut

This is the first basic edited version of the film, focusing on assembling the raw footage into a coherent sequence.

It establishes the overall structure and narrative flow but often contains many flaws, such as bad takes, and is typically longer than the finished product. Sound, music, and special effects are generally temporary or not yet added.

Fine cut

The fine cut builds on the rough cut, refining the pacing, rhythm, and timing of the story. This stage involves selecting the best takes, tightening up transitions, and making more detailed edits to create a nearly finished version of the film.

Music, sound design, and other effects are integrated, and the project begins to look and sound much closer to the final product.

Final cut

This is the completed, polished version of the video, ready for distribution. All major creative decisions on the edit have been finalized, a stage often referred to as "picture lock". The final cut includes all the finished color grading, sound mixing, visual effects, and other post-production work.

- **Visual Review:** resolution, color accuracy, framing, branding (logos/placement per RCCD style guide).
- **Audience Review:** confirm accuracy, spelling, and appropriateness of on-screen content. Avoid visible licensed IP or political statements. Include on-screen calls to action (e.g., URLs).
- **Audio Review:** check clarity, balance, sync. Ensure background music doesn't overpower dialogue. Use approved royalty free music from a platform such as Envato, APM Music, Adobe Music Stock, or any verified royalty free licensable entity.
- **Accessibility Review:** verify captions, transcripts, and audio descriptions.
- **Playback Test:** test files on intended devices and platforms.
- **Archival Prep:** master file, compressed deliverables, captions, transcript, thumbnail, metadata.

7. Quick Reference Checklist

- ✓ Capture at 4K/60fps (1080p minimum)
- ✓ Frame for intended aspect ratio (16:9 / 9:16 / 1:1)
- ✓ Audio: Stereo, 48kHz, dialogue clear on top
- ✓ Export MP4 (H.264/ProRes 422), 10–20 Mbps (1080p)
- ✓ Include captions (SRT/VTT), transcripts, and metadata
- ✓ Apply RCCD branding (logos, colors, style guide)
- ✓ Confirm playback and accessibility before release