



CALIFORNIA COLLEGE REPUBLICANS

**PUBLIC RESOURCES COMMITTEE**  
**BOD REPORT 2018**

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ISSUED 31 JULY 2018 / 10:34 AM

# PREFACE FROM THE COMMITTEE CHAIRMAN

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JULY 31, 2018

## **Greetings,**

I am pleased to present the achievements and resources compiled by the Public Resources Committee (Hereafter referred to as “PR Committee”) over the first quarter of the 2018-2019 business year. Significant strides have been made in setting up a CCR store along with various marketing resources for the organization over this period.

This report details the achievements of the PR Committee, recommendations from the Committee to the BOD, resource links relevant to the PR Committee’s work, and goals for the future.

On behalf of myself and my colleagues, both past and present, I’d like to thank CCR for entrusting us with this tremendous task, and we look forward to the progress the rest of our term will bring.

## **Sincerely,**

A handwritten signature in black ink, appearing to read "Dylan Martin", with a long horizontal flourish extending to the right.

**DYLAN MARTIN**

CHAIRMAN, Public Resources Committee

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# I. CCR LOGO

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## A STUNNING REBRAND



The California College Republicans branding in 2009 and 2014 (left and center above, respectively) were largely lacking in personality and identifiability. The Executive Board thus commissioned the PR Committee to re-examine our logo/brand and recommend to the board a replacement (right, above).

Between January 27 and February 18, 2018, at which point the PR Committee was inactive, CCR Chairwoman Ariana Rowlands reached out to then Committeeman Dylan Martin and Commissioned him to finish a CCR logo pitch for the board. The proposed, and now current, logo was ratified by the Executive Board and implemented on February 18, 2018.

## II. CCR BRANDING GUIDE

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### CRAFTING THE BRAND

One of Chairman Martin's goals for the PR Committee was to oversee the creation of a branding guide to append to the usage of the CCR logo and related graphics. The guide, ratified by the PR Committee on April 2, 2018, stipulates that usage of the logo by CCR must follow the rules laid out within it as determined by the Committee. The guide was sent for ratification by the Executive Board, along with a bylaw amendment proposal to make CCR liable to follow the guide's rules, on April 2, 2018. The Bylaw amendment was approved by acclamation by the Executive Committee on April 6, 2018, making the logo and branding guide legally binding within CCR. The guide itself is amendable by a 2/3 majority vote of the Public Resources Committee, subject to approval by the Executive Board. In the absence or vacancy of the Committee, amendments may be made by 2/3 majority vote of the Executive Board.

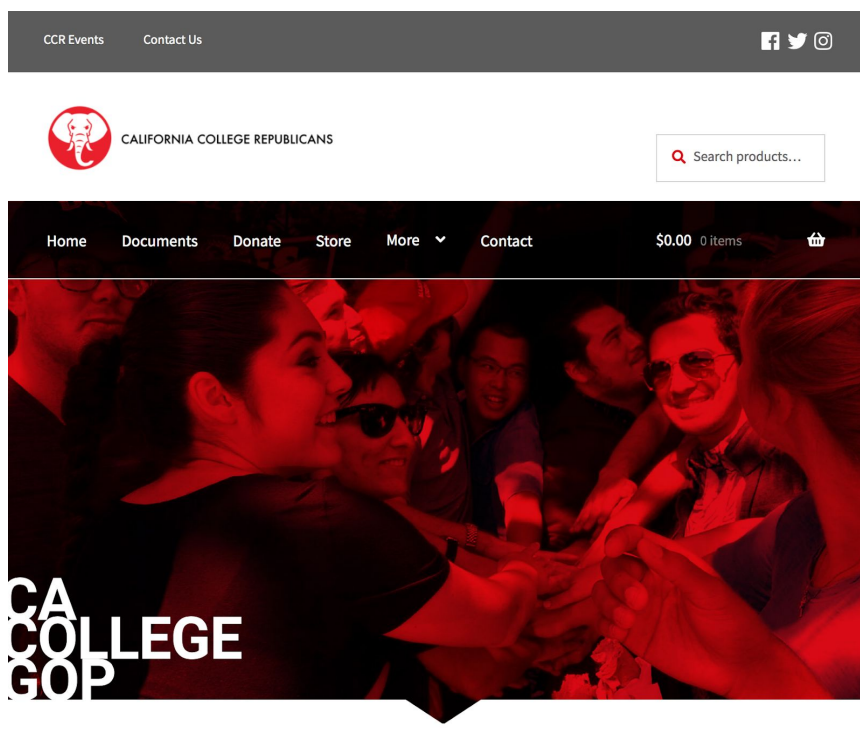
The branding guide and amendment can be found on CCR's website ([cacollegegop.com](http://cacollegegop.com)) under Public Resources Committee, as well as on CCR's google drive in the Public Resources Committee Folder ([https://drive.google.com/open?id=1fw5aWyNIhDqgD6L-dXi4UEY\\_VcMN1uK8](https://drive.google.com/open?id=1fw5aWyNIhDqgD6L-dXi4UEY_VcMN1uK8))

## III. CCR WEBSITE AND STORE

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### REDESIGN

On July 8, 2018, the PR Committee announced the soft-launch of the new CCR website and store. The website is brighter and more optimized for mobile devices. Bugs are still possible and being corrected, but overall the committee is pleased with the launch.



### MERCHANDISE GALORE

On July 8, 2018, the PR Committee launched the new CCR store, fully integrated with our website. The soft opening featured apparel with the CCR logo, a Reagan BOD design, and Trump 2020 merchandise.

Profits for the store currently stand at \$47.83. Margins on products are most of the time, besides during sale periods, set to a low mark-up averaging 10%.

## IV. BYLAW AMENDMENT

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Chairman Martin submitted a bylaw amendment proposal to BOD with the goal of renaming the Public Resources Committee to the “Marketing Committee.” He will detail this proposal when the agenda item is brought up. The Public Resources Committee has no formal position on this amendment, but Chairman Martin looks upon it favorably.

## V. RESOURCES COMPILED

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### PROPERTIES/ RESOURCES

The PR Committee maintains all property on the CCR website and the CCR google drive folder for our Committee.

([https://drive.google.com/open?id=1fW5aWyNIhDqgD6L-dXi4UEY\\_VcMN1uK8](https://drive.google.com/open?id=1fW5aWyNIhDqgD6L-dXi4UEY_VcMN1uK8))



## VI. CLOSING & COMMITTEE APPROVAL FOR RELEASE

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### CLOSING

The Public Resources Committee pledges that the details of this report are true and fair to the best of its knowledge. We hope the information provided herein has been useful.

So Signed:

Dylan Martin, Chairman

Matt Ronnau, Chief of Staff

Ariana Rowlands

Andrew Gates

Felipe Leonl

Cassandra Day

### APPROVAL FOR RELEASE

Report is adopted and recommended to the Board of Directors.

APPROVED.

A handwritten signature in black ink, appearing to read 'Dylan Martin', with a horizontal line extending to the right from the end of the signature.

**DYLAN MARTIN**

CHAIRMAN, Public Resources Committee