

IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee
Thursday, March 27th, 2014 • 3:30 p.m.
1704 EWD Conference Room

Mission of Committee: The IVC Public Relations and Marketing Committee is responsible for providing guidance and support for both internal and external initiatives and communication strategies that promote and enhance the mission of Imperial Valley College.

AGENDA

- A. Call to Order by Mike Nicholas – Committee Chair
- B. Review and Approval of Minutes
- C. Reports
- D. Update on Previous Discussion Items
 - a. 2014 California Mid-Winter Fair & Fiesta
 - b. IVC Mascot Change
 - c. Social Media Participation Guidelines
 - d. Summer School / Fall 2014 Promotion
- E. New Discussion
 - a. Disaster Communications Planning
 - b. Review of 2012-14 & 2014-15 Marketing Budgets
 - c. Campus Marketing Needs / Wish List Items
- F. Action Items –
None
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment