

**IMPERIAL VALLEY COLLEGE**  
**Public Relations and Marketing Committee**  
**Wednesday, October 29<sup>th</sup>, 2014 • 3:00 p.m.**  
**IT Department Conference Room 903**

**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  
None
- E. New Discussion
  - a. 2014-15 Public Relations/Marketing Program Review
  - b. Winter Intersession/Spring Semester Marketing Promotion
  - c. Fair/Business Showcase Promotion
  - d. College Rebranding
- F. Action Items –  
None
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment