

**IMPERIAL VALLEY COLLEGE**  
**Public Relations and Marketing Committee**  
**Wednesday, December 9<sup>th</sup>, 2015 • 12:50 p.m.**  
**IT Department Training 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
  - None
- D. Update on Previous Discussion Items
  - a. Winter/Spring postcard mailing
  - b. IVC Winter/Spring printed schedules distribution
- E. New Discussion
  - a. IVC marketing survey and rebranding
- F. Action Items
  - a. Approval of the updated social media participation guidelines
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment