



Imperial Valley College
Public Relations & Marketing Committee

Wednesday, December 9, 2015
IT Department Training Room (903)
12:50 p.m.

1. Call to Order

Meeting called to order at 12:55 pm by Mike Nicholas

2. Approval of Minutes

None Available

3. Reports

None

4. Update on Previous Discussion Items

- *Winter/Spring Postcard Mailing*
 - *Postcards have been mailed out and should be received next week.*
 - *Students targeted are those registered for fall but not registered for winter or spring.*
 - *Spring Semester will be targeted in January.*
 - *Cost of 4,000 postcards is \$1,500 including postage.*
- *IVC Winter/Spring Schedules Distributions*
 - *Printed schedules were distributed at several locations*
 - *Brawley has not had as much copies picked up. Locations: Jonny's, Big John's, AMPM, Post office*

5. New Discussion

- *IVC Marketing Survey and Rebranding*
 - *Some of the "one time" money will be used for and In-Depth Marketing Survey using 4 components: product, price, place and promotion*
 - *We need to find out what our students look for, like and need*
 - *What courses?*
 - *Books, transportation*
 - *No extended campuses*
 - *Perception of IVC*

6. Action Items

- *Approval of the Updated Social Media Participation Guidelines*
 - *Guideline was reviewed and approved. It will be posted on social media and website.*
 - *M/S/C Omar Ramos/Lisa Seals to have guideline sent to College Council.*

7. Other

8. Next Meeting

9. Adjournment

Meeting was adjourned by Mike Nicholas at 1:50 pm