

**IMPERIAL VALLEY COLLEGE**  
**Public Relations and Marketing Committee**  
**Wednesday, March 23rd, 2016 • 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. Social Media Policy Review/Updating
- E. New Discussion
  - a. New Marketing and Enrollment Ideas
  - b. Summer Semester Promotion
- F. Action Items
  - a. Prioritization of the budget enhancement requests (2016-2017)
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment