



**IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee**

**Wednesday, May 17, 2017
12:50pm - 1:50pm
Building 900, Training Room 903**

MINUTES

I. Welcome

II. Action Items

Review and Approval of Minutes

Approved as presented.

Review and Approval Committee Self Evaluation for the 2016-2017 Year

MSC Chavez/Seals - reviewed and approved as presented. The committee reviewed the 2015-2016 committee self evaluation and made new recommendations based on last year's findings. Major accomplishments were approval of comprehensive CTE Marketing Plan and Public Relations Plan. Obstacles included Lack of funding to support all campus marketing request especially with community outreach and external campus promotion/marketing and lack of quorum at some meetings. Recommendations included secure better funding through PR Program Review to support college mission. Committee goals included work to improve existing marketing efforts with appropriate fiscal resources and the establishment of a comprehensive Public Relations/Marketing capability.

Review and Approval Public Relations Plan for 2018-2021

MSC Seals/Chavez - approved as presented. Bill presented the new Public Relations Plan for 2018-2021 and answered questions from the committee members. He mentioned that the purpose of the plan is to enhance the image and visibility of Imperial Valley College. He stated one of the main components of the plan is to establish a fully functioning comprehensive Public Relations capability with appropriate fiscal resources and dedicated personnel. The committee approved the plan and Bill noted that it will be presented to the trustees at the July board meeting.

Prioritization of 2017 Budget Enhancements

MSC Seals/Chavez - motion to table item for clarification on dollar amounts being requested by Bill. Bill will schedule to meet with Jose Carrillo to get clarification and clear up dollar amounts. Bill will send via email for vote after clarification.

III. Updates

None at this time

IV. Discussion Items

Fall 2017 Promotion

Shopper size informational printed – financial aid, counseling, etc. – prior to fall registration; 35K households in lieu of rack schedules.

V. Adjournment

Meeting was adjourned at 1:52pm.