

Imperial Valley College Public Relations and Marketing Committee

Tuesday, March 26, 2019
2:45pm – 4:00pm
Building 10, Board Room

Minutes

- I. **Welcome/Call to Order**
- II. **Public Comments**
- III. **Approval of Minutes**
- IV. **Action Items**
None
- V. **Discussion and Information Items**
Unfinished Business / Updates
None

New Business

- A. 2019 Fair Booth / “What’s Your Dream Career” Coloring Contest
Third year IVC has held this contest. This year, the booth also introduced the “What’s Your Story” contest. Challenge to keep everyone informed since booth is staffed with different people every day/night. The marketing of the new contact lacked due to time constraints. The winner of this year’s coloring contest is anticipated to be announced at the May Board meeting.
- B. Presentation from Andres Ruiz / Columbia College Global
Columbia College currently has partnership with Columbia College. Looking for ways to reach out to potential students. ASG will work with Andres on student events that may be of interest. Imperial Valley College location is one of 37 locations throughout the U.S.
- C. Summer Schedule / Enrollment
May 13th is the beginning of priority registration. There is no budget for summer marketing however, enrollment looks good.
- D. Accreditation Exit Report
The Exit Report given was positive overall for the campus. There was concern regarding not having a full time PIO position. Position is currently in the hiring process. In the past, due to budget cuts, the marketing department was eliminated and the district has been without a FT PIO for over eight years. Having the accreditation report reflect the need of the position solidifies the importance of the positions and supports the Public Relations Marketing Plan.

VI. Announcements

None

VII. Adjournment

Meeting was adjourned at 4:00p.m.

