



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

**Tuesday, August 28, 2018
2:30pm – 3:30pm
Building 3100, CE Conference Room**

MINUTES

Members present:

Mike Nicholas	Patricia Robles	Lennox Johnson	Norma Nunez
Bill Gay	Monica Rogers	Victor Torres	Miriam Trejo
Hope Davis	Lisa Seals	Rod Smart	ASG Student – Erick Gil

Recording secretary: Angie Gallo

I. **Welcome/Call to Order:** Co-Chair, Mike Nicholas

II. **Approval of Minutes**

Approved as presented.

III. **Public Comments**

IV. **New Business**

A. ***Approval of the Committee Self-Evaluation Form***

Discussion regarding the strengths and weaknesses the committee faces. Biggest challenge has always been lack of funding. Patty stated there have been some funding sources allocated that will ease this challenge for the time being. Bill also stated there were savings on registration marketing that can be reallocated to other marketing projects.

Concerns were also raised regarding inconsistency in printed materials on campus. Possibility that some of the documents are out of compliance if they are printed without the proper information. Mike has been working on program brochures for over a year but there are always delays in printing so some departments/programs have printed brochures on their own. Pathways need to be updated. Some want them printed, others don't. Bill will discuss concerns with Dr. Garcia at their regular meeting. Plan is to have reinstated communications department in the near future. Will research if there is any policy already in place regarding marketing. Marketing across campus should be consistent.

Campus map printed on the back of the class schedules helped students out a lot this semester. Norma stated we need to eliminate certain information but certain information needs to be included that isn't currently on it – core services, etc. Next printed schedule in November – Academic Services has been notified about the missing information and printing needs. 705 law also needs to be published in schedule and catalog.

MSC Bill/Miriam – approved as presented.

B. ***"I Am IVC" Campaign***

Mike provided samples of two logos to be used with this campaign. Bill worked with Dr. Martha Garcia to develop the campaign. Bill suggested the logo be used in signature areas on any District document or correspondence. Suggestion to survey faculty for buy in to a logo before we start creating them. Another suggestion was to send out both design logos and let employees decide which logo they want to use. Campaign "I am IVC" by printing stickers, logo printed on t-shirts, etc. Bill will send out all user's email with information.

C. ***Online Campus Maps***

Mike gave a brief introduction of an online campus map developed by Concept 3D that is currently being used at Mt. San Antonio College. Map features wayfinding, directions and campus tour features. He asked ASG to get student perspective on whether this is something they would like to see available. Mike didn't have a lot of information regarding costs associated with implementation, but will be working with Dr. Johnson to set up a meeting with the vendor to get more information and a demo to review all the features available with the map.

V. **Unfinished Business / Updates**

Campus Informational Signage – Did You Know" Campaign

Mike provided an update of the Campus Informational Signage that was installed before the start of the Fall Semester. A total of 11 poster Frames were purchased by the ASG and placed in highly visible areas around Campus. Mike coordinated the installation of the frames and designed the first set of posters that were displayed. Posters included a "You Are Here" campus map, 411 Event and "Did You Know" WI-FI information. The plan is to reuse the posters throughout the school year and feature timely information such as financial aid deadlines, Foundation scholarship deadlines, registration, etc.

Discussion regarding the building numbering system – no reason or logic behind it makes it hard on students to locate buildings.

Fat head pictures for athletes – alumni pics with year, degree, and school transferred to. Bill will contact PIO and get more information (Southwestern)

A. ***Strong Workforce Marketing***

Region 10 update from Patty. Marketing committee will start meeting once a month. They received funding and Imperial Valley is being considered when deciding how to expend those funds - specific to CE programs. There is a new website <https://careered.org/> that lists the specific programs and the colleges that offer the program. Overview of website given by Patty.

Strong workforce update from Bill – TV campaign, UofA meeting regarding joint campaign - radio campaign. Agreed to participate. There is a general lack of knowledge about IVC's partnerships – idea to invite schools to present to students regarding their specific partnerships.

VI. **Discussion Items**

VII. **Announcements**

25th of September next meeting

VIII. **Adjournment**