



Imperial Valley College
MARKETING COMMITTEE

Thursday, March 7, 2013 – 2:00pm
Economic & Workforce Development Conference Room (1704)

<u>Members Present:</u>	<u>Members Not Present</u>
Todd Evangelist Bill Gay Todd Hansink Rosanna Lugo Jill Nelipovich Mike Nicholas Norma Nuñez Omar Ramos Patricia Robles Lisa Seals Efrain Silva	Gloria Hoisington
<u>Others Present:</u> Dr. Victor Jaime	

Adopted Minutes

1. Call to Order

The meeting was called to order at 2:00pm by Dr. Victor Jaime.

2. Discussion of Purpose and Mission of Committee

Dr. Victor Jaime suggested that there is a need for a committee to drive ideas and processes in a lot of areas throughout the campus. He would like to reinvent this committee in order to have a clear cut purpose and mission. Now that there is no longer a Communications Department, this committee will focus on some additional objectives. There are some funds earmarked for marketing; however, additional funds may be needed to accomplish some of the tasks. CTE already does a lot of outreach. Some of the models should be institutionalized. Bill Gay said that eventually a full-time Public Relations employee should be hired again.

The committee decided that the purpose of this committee would include:

- Providing input on how to market new programs, activities, and other info;
- Planning a strategic effort to reach all stakeholders;
- Clearing up misconceptions with the media;
- Issues management, providing advice to the President and Board on how to react to and address issues;
- Marketing to employers for internships;
- Communications on changes, such as Student Success Task Force and BOG;
- Developing protocols and procedures;
- Assure our students are successful in the long run; and
- General communication.

Standing Rules

Copies of the most recent standing rules were provided. The committee members will review it and bring more ideas and suggestions to the next meeting. Once the committee approves a new version, it would be presented to College Council.

3. Discussion: Where Should Recommendations Flow: Educational Master Plan and President's Office?

The Marketing Committee was initially developed from the Educational Master Plan, which included marketing as one of the goals. Bill Gay mentioned the difference between marketing and promotion; promotion being just one aspect of marketing. This committee would deal with communications, outreach, and planning. Bill Gay recommended renaming the committee to Institutional Communications and Outreach Committee.

This committee will provide recommendations to the President.

4. Frequency of Meeting

For now, the committee will meet weekly, on Thursdays at 2:00 pm. If needed, subcommittees will be formed to work on specific tasks.

5. Meeting Times

Meetings should be no longer than one hour. Next meeting will be announced via email.

6. Nomination of Chair or Chair and Co-Chair

M/S/N BG/NN to nominate Efrain Silva as Chair. M/S/N NN/VJ to nominate Bill Gay as Co-Chair. M/S/N BG/VJ to nominate Patricia Robles as Recorder for the time being.

7. Minutes

No minutes were available.

8. Other

Dr. Victor Jaime suggested that program fact sheets might be a good idea; whether hard copies or just on the web.

Funding will eventually be tied to program completion rates.

The Student Success Task Force was approved by the legislature. 12-13 is the planning year; and 13-14 will be the year for it to be in effect.

Professional development activities should be considered in order to inform and keep employees up to date on changes. Perhaps a seminar can be included during Orientation.

Patricia Robles invited everyone to participate in this year's Applied Sciences Expo on Thursday, April 18th. She said that it is a great connection between our academic and CTE programs and the employers in our community that eventually will be the ones to hire these students. It gives students the chance to see a variety of job opportunities that they will gain from studying at IVC.

9. Adjourn

The meeting was adjourned at 3:03 pm by Dr. Victor Jaime.