



Imperial Valley College  
**MARKETING COMMITTEE**

Thursday, March 21, 2013 @ 1:45pm  
Board Room

<u>Members Present:</u>	<u>Members Not Present</u>
Todd Evangelist	Omar Ramos
Bill Gay, Co-Chair	
Todd Hansink	
Gloria Hoisington	
Rosanna Lugo	
Jill Nelipovich	
Mike Nicholas	
Norma Nuñez	
Patricia Robles, Recorder	
Lisa Seals	
Efrain Silva, Chair	

**Adopted Minutes**

**1. Call to Order**

The meeting was called to order at 1:50pm by Efrain Silva.

**2. Approval of Minutes of March 7, 2013**

M/S/N Todd Evangelist/Jill Nelipovich to approve the March 7, 2013 minutes as submitted.

**3. Committee Name: Institutional Communications and Outreach Committee**

M/S/N Norma Nuñez/Bill Gay to rename the Marketing Committee as follows: Institutional Communications and Outreach (4 yes/5 no). GH was not present to vote. Motion failed.

Motion by Patricia Robles to rename the Marketing Committee as follows: Communications and Outreach. Motion died and no further discussion due to lack of a Second.

M/S/N Todd Hansink/Jill Nelipovich to rename the Marketing Committee as follows: Public Relations and Marketing (8 yes/1 no). GH was not present to vote. Motion passed.

**4. Review Standing Rules**

Handout #25 Accreditation Study Course 2013 Universal Accreditation Board was provided to all members in attendance. It includes industry guidelines of a public relations plan.

**5. Develop/Approve Committee Objectives**

Bill Gay suggested that the number of goals be limited to between 3 and 5 goals. Goals should be consistent with the mission. Strategies have to match Master Plan.

**6. Other**

Early Admission Program

Lisa Seals said that we need an Early Admission Program. High school students say that they do not plan on attending IVC, yet 65% end up coming. They see it as a last resort. Norma Nuñez said that the counselors go to the high schools (but not the continuations) and talk to all of the seniors. They assist them with the application. She mentioned that 1/3 of the seniors are tested.

Summer School

There was discussion on how to advertise for Summer School. A subcommittee will be formed to further discuss. Members will include Bill Gay, Mike Nicholas, Rosanna Lugo, Gloria Hoisington, and Patricia Robles

Accreditation Issues Management

A subcommittee will be formed to further discuss accreditation issues management. Members will include Bill Gay and Jill Nelipovich.

**7. Adjourn**

The meeting was adjourned at 2:59 pm by Efrain Silva.

*Handouts: 1) #25 Accreditation Study Course 2013 Universal Accreditation Board; 2) Communications Department 2010-2013 IVC PR Plan*