Imperial Valley College

PUBLIC RELATIONS & MARKETING COMMITTEE

Thursday, September 12, 2013 2013
1:45pm, Board Room

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

Adopted Minutes

1. Call to Order

Unofficial meeting called to order at 1:55 pm by Efrain Silva; there was lack of quorum.

2. Approval of Minutes of March 21, 2013

Tabled due to lack of quorum.

3. Visioning

Volunteers are still being sought. The Calexico event will be rescheduled due to a competing event on October 10th. A new date has not yet been established.

4. Fall Campaign Update

The target FTES has been met for the fall. A marketing plan for the spring is in development. Bill Gay will develop a matrix for the October committee meeting to evaluate all mediums used in the fall, including timing, cost, and effectiveness. A subcommittee needs to be formed to work on the spring marketing plan.

5. PR Plan Development

The public relations plan should be driven by the visioning process and outcomes. Bill Gay is working on two online surveys. One survey will target local businesses and will assess the effectiveness of institutional SLO's in the business community and evaluate how IVC can serve businesses better. The second survey is for students and will assess how students view both academic and student services on campus. Omar suggested pushing the student services survey through Blackboard.

Lisa Seals suggested a marketing campaign for high school students now since these students are making college decisions. The committee suggested a brochure that highlights the economic and academic benefit of attending IVC compared to a four-year institution. Lisa will be providing information to Mike Nicholas.

6. Service Club Presentations

Bill Gay provided an update on social club presentations.

7. Meeting Schedule

The committee agreed to maintain regular meetings on the second Thursday of the month at 1:45 pm.

8. Adjourn

The meeting was adjourned by Efrain Silva.

Handouts: None