

Imperial Valley College

PUBLIC RELATIONS & MARKETING COMMITTEE

Thursday, April 25, 2013 2013 @ 1:45pm Board Room

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

Adopted Minutes

1. Call to Order

The meeting was called to order at 1:55pm by Bill Gay.

2. Approval of Minutes of March 21, 2013

M/S/N Rosanna Lugo/Todd Evangelist to approve the March 21, 2013 minutes with one change in members present.

3. Review and Approval of Standing Rules

M/S/N Todd Evangelist/Gloria Hoisington to approve the Standing Rules with changes under "Structure" as discussed.

4. Discussion of PR Plan - Goals

The committee reviewed the PR plan that was submitted.

Todd Evangelist suggested that we create a list of all the public relations and marketing needs.

5. Subcommittee Reports

a. Summer School

The subcommittee has met (Bill, Gloria, Rosanna, Mike, Patricia). The following PR has been done for summer/fall:

- ✓ Penny Shopper back cover ads
- ✓ Facebook ads (~400 clicks since 3/20)
- ✓ Lamar advertising
- ✓ Radio station spots (98.3 FM & 1300 AM KROP)
- ✓ The Desert Review (online)
- ✓ IVPress (online)

The total spent in advertising for Summer/Fall is \$6,690 and the sub-committee feels that this advertising plan is sufficient. The full committee agreed.

Norma Nuñez said that about 1,700 students have been assessed, but cannot register until May, so that's when we should see a spike in enrollment.

b. Accreditation Issues Management

This subcommittee will meet after the College receives the accreditation report.

6. Other

Event Promotion

Todd Evangelist asked who is responsible for promoting events and there was discussion. This item should be discussed at the first meeting in the fall.

Event Calendars

There are currently two calendars, the Master Calendar and the Calendar of Events. They each have a different purpose and they do not match.

Facebook

There are different administrators assigned that upload events in their areas. There was discussion on posts made from the public and if they are supposed to be answered by an IVC representative.

Website

There is a "contact us" option on the website now. From April 10th to 25th, approximately 40 questions were submitted by the public. Omar Ramos is currently receiving them and forwarding them to whom they belong to.

Membership

Rosanna Lugo will talk to ASG about getting student representation on this committee.

7. Next Meeting

The next meeting will be held in the beginning of the fall semester, since faculty members and students are not here during the summer.

8. Adjourn

The meeting was adjourned at 2:57 pm by Bill Gay.

Handouts: 1) Draft of Standing Rules; 2) Draft of Public Relations/Marketing Plan; 3) Summer/Fall Admission Numbers as of April 24, 2013