

**IMPERIAL VALLEY COLLEGE**  
**Public Relations and Marketing Committee**  
**Wednesday, February 19<sup>th</sup>, 2013 • 1:30 p.m.**  
**1704 EWD Conference Room**

**Mission of Committee:** The IVC Public Relations and Marketing Committee is responsible for providing guidance and support for both internal and external initiatives and communication strategies that promote and enhance the mission of Imperial Valley College.

**AGENDA**

- A. Call to Order by Mike Nicholas – Committee Chair
- B. Review and Approval of Minutes
- C. Reports
- D. Update on Previous Discussion Items
  - a. 2014 California Mid-Winter Fair & Fiesta
  - b. IVC Mascot Change
- E. New Discussion
  - a. Social Media Participation Guidelines
  - b. Visioning Outcomes
  - c. Summer School / Fall 2014 Promotion
  - d. Monthly Meeting Time
- F. Action Items –
  - None
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment