



Imperial Valley College
Public Relations & Marketing Committee

Thursday, November 29, 2015
IT Department Training Room (903)
3:00 p.m.

1. Call to Order

Meeting called to order at 12.55 pm by Mike Nicholas

2. Approval of Minutes

None Available

3. Reports

None

4. Update on Previous Discussion Items

- *Enrollment Growth Update*
 - *No Report*
 - *Marketing budget was augmented to \$20,000*
 - *One time money will be used for and in-depth marketing research.*
 - *Hard copies of the Winter and Spring schedules will be distributed by the IV Press in racks throughout the Valley*

5. New Discussion

- *Social Media Policy Review/Updating*
 - *After the threat that was posted on Facebook Social Media guidelines will be updated and will go through Shared Governance to get approved.*

6. Action Items

- *Committee Self-Evaluation*
 - Evaluation was reviewed and approved

7. Other

- *Winter/Spring Semester Advertising*
 - Postcards will be sent out advertising that beginning November 9th registration will be open for both Winter and Spring Semesters.
 - We need to have a billboard in Brawley (North end).
- *Other possible Members for Committee*
 - Foundation Director and someone from Veteran's Center

8. Next Meeting

- Meetings will be held on the 4th Thursday of the month.

9. Adjournment

Meeting was adjourned by Mike Nicholas at 1:50 pm