



IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee
Wednesday, May 18, 2016 • 12:50 p.m.
IT Department Training Room 903

MINUTES

MEMBERSHIP

- | | |
|--|---|
| <input checked="" type="checkbox"/> Mike Nicholas- (Chair) | <input checked="" type="checkbox"/> Omar Ramos – CMCA Representative |
| <input checked="" type="checkbox"/> Lisa Seals - CMCA Representative | <input type="checkbox"/> Rod Smart – Foundation Representative |
| <input type="checkbox"/> Patricia Robles - Classified Representative | <input type="checkbox"/> Gloria Hoisington – CMCA Representative |
| <input type="checkbox"/> Norma Nunez – Faculty Representative | <input checked="" type="checkbox"/> Bill Gay – Public & Media Relations |
| <input type="checkbox"/> Kathy Rodriguez – Faculty Representative | <input type="checkbox"/> Efrain Silva - Administrative Representative |
| <input type="checkbox"/> Jill Nelipovich – Faculty Representative | <input type="checkbox"/> - ASG Representative |

I. Welcome

II. Action Items

a. Review and Approval of Minutes

MSC Gay/Seals to approve as presented.

b. Self-Evaluation for College Council

Discussion and feedback from the committee to complete this year's Self-Evaluation.

Major accomplishment:

Creation of policy on social media

Committee discussion on how to best implement the policy. Recent discussions with other community college executive assistants discouraged placing a social media policy as a Board Policy. Original research indicated best practice was to have a policy in place for social media platforms. Further discussion will need to take place with the President's Office to determine best way to carry out the policy. Will also research other colleges to see what they have in place.

Community Newsletter – Imperial Valley Press page

Successful college promotion, postcards – new this year Facebook ads; also boosting posts on Facebook works well, especially with the late add classes.

Ongoing – funding for marketing efforts for campus

Budget enhancement – bringing it back to where it previously was.

Understanding that marketing is more – looking at the 4 P's.

Major obstacles/Improvement

Getting College Foundation more involved;

Lack of sufficient funding for advertising needs.

More video ads/posting/etc. – challenge is lack of personal to do the work behind it. Would need a full time person to shoot the videos, edit the content and upload to designated areas. Committee member involvement improved at the beginning of the year and declined as the year progressed.

Aim to have more ASG involvement with committee and advertising needs.

Recommendations for improving – more campus involvement. Review non active membership.

Self-evaluation form will be completed by committee chair and will be emailed to membership for final review before it goes to College Council.

III. Updates

Need to start looking at data, percentage of high school graduates coming to IVC after graduation. It was thought that 60% of local high school students were attending IVC. Bill was provided information indicating 44% of graduates were coming to IVC. Need to look at and review historical data to see if there has been a decline over time, and if so, why?

Financial Aid brochures with detailed information might be helpful for potential students, especially given the economic status of the Imperial Valley. Get more detailed information out to students/potential students regarding financial aid assistance.

Discover IVC – has not been used recently but a great idea to start up again. Need to redesign and start using.

a. Summer Semester Promotion

Postcards will be mailed out to 4,675 students this week.

IV. Discussion Items

a. Enrollment Trends – Postcard data from Omar reflects that postcards seem to be working. When the postcards are mailed and hit mailboxes, enrollment numbers go up.

There seems to be many groups on campus who have different data on student enrollment but there is a lack of data sharing among those who have the information. Recommendation to have Jose Carrillo and Norma Nunez look at and review data for non-returning students.

b. Fall 2016 Promotion

The marketing strategies will be dependent on budget availability. It will be at least the same amount as last year. No word yet on President's enhancement request.

Course management newsletter was paid by Student Equity funds last year. This year will look at SSSP for funding. Efrain will step up for funding summer school. SSSP is paying for radio ads.

For fall semester, committee needs to look into the newsletters on campus and in paper. Last year there were 10K copies printed. 4K went out into the community in different racks throughout the Valley.

Committee needs to consider mall advertising. Bill stated there are 3 billboards currently committed. The postcard mailing was paid by CTE last year. If CTE is unable to fund the project again this year, the cost needs to be worked into the general fund. Also consider Facebook, radio ads, and the Penny shopper. To help push enrollment committee needs to also look at a condensed schedule mailing. The key is to have a strong fall enrollment.

V. Adjournment

Meeting was adjourned at 1:52pm.