



**IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee**

**Thursday, September 22, 2016
12:50pm – 1:50pm
Building 900, Training Room 903**

MINUTES

I. Welcome

Welcome everyone back to the start of a new school year. Chair Nicholas introduced Mr. Everardo Martinez-Inzunza and Julia – new ASG representative, new senator/publicity.

Mr. Martinez is the new Dean of Student Affairs & Enrollment Services. His experience includes 13 years at Arizona Western, 2 years at the south campuses, 5 years in Utah, and previous to that, Cal Poly.

II. Action Items

Review and approval of minutes from meeting on Wed. May 18 2016.
Last paragraph on 1st pg. – change to read “lack of personnel.” Minutes approved with that change.

III. Updates

None at this time

IV. Discussion Items

Rearrange order since A & C merge into each other. Start with Item B:

a. Campus Visioning – 2016/2017

Bill discussed the Think Tank that will be starting up. The Board of Trustees would like the results of Think Tank to be discussed within the community and to solicit community involvement. The first meeting of Think Tank will be on Nov 6, 2016. The visioning meetings will likely be moved into the spring and basing the visioning meetings on proposals coming out of Think Tank.

In the past, Visioning forums have been set-up as focus groups, focusing on what is liked and disliked in all communities we serve. Think Tank will change the approach, soliciting information from the communities we serve but also relaying the information on what IVC is looking to do, where IVC is looking at going based on financing and outcome of Think Tank.

IVC is hoping there will be more community buy-in from Think Tank. The visioning forums will occur March/April/May if it is decided to go in that direction, if not visioning will occur in the fall.

Visioning and Think Tank are important for the new Educational Master Plan. This new schedule would fit into the plan schedule. Visioning occurs every 3 years but moving beyond due to cycle on educational plan.

Currently, the visioning meetings consist of a small crowd and gathering opinions.

The committee discussed the need for the community to be made aware of the District's financial situation. The need to share the situation but also the actions and plans the District is taking to address it. The last survey presented by Jose Carrillo showed there is still a strong opinion/perception in the community that you can't get classes at IVC.

Important to bring community into the process of changes at IVC. This will be an opportunity to inform the community of what IVC is doing to offer more classes. There was discussion on the challenges of IVC. It was stated the community doesn't care of details – politics. The people/community are moved by emotions. IVC hasn't done enough movement of emotions. People will fill in the blanks with their own opinions. Think Tank may be too much detail, more detailed than public needs to know. The real objective – recommendations on cuts, expenditures are rising, and how are we dealing with it. There is a lots the District can do – bringing IVC back out to communities we serve – going to high schools – making it easier for them to go to high school & college at the same time through dual enrollment.

Bill will be meeting with AWC, NAU, and UofA in a marketing effort. Possibility to change conversation on availability of a 4 year degree. These are major universities, great schools. Bill stated ultimately, it would be great to see a consortium with SDSU and Yuma campuses; combined program to offer here in Imperial Valley and promote 4 year degrees.

Bill indicated this is the first step. There is interest from the Yuma side to do a television campaign and would require only partial funds verses the entire cost. The message – whatever the committee/campus/District chooses. A message that will drive students. Need to give students elevator talk. For example, why IVC is the best.

Mr. Martinez-Inzunza recommended identifying 10 points on why IVC is the best and staying on track with that strategy. That then becomes IVC's marketing strategy for the year. The next year, keep 5 of the original 10 points and introduce new points. Critical not to drop but evolve the marketing strategy.

This will help get the community to buy in to IVC. It becomes reality – IVC can't jump around – needs to be consistent. This also plays into the branding of the District. Chair Nicholas mentioned the school logo – debated in the past. The logo is iconic and need to see if there really is a want to change it, or is it historic and leave alone.

There was some discussion on changing the campus ASG makeup. Having high school's alumni forming into representative groups and moving into student government representatives. There is 6 primary high schools – every school would have delegates. Those delegates would represent alumni at IVC as well as dual

15 delegates made up from 1 delegate minimum per school – 7 max depending on alumni. These students would be used to promote student activities. There would be more officer's involved pushing story of the college. More student's involvement, more ownership, and better response – activities like Rock-the-Vote. Questions on how to modify winter need student involvement.

Currently there are 14 senators and 1 president. This would move into federation of feeder schools – like the federal government. This potential model move will take work because it's a change. ASG is working with Imperial High School. Brawley High

School will be next. Imperial already has a mentor program within – a senior student is assigned to every freshman. – Julia from ASG came from Imperial High School and stated student voices are strong and needed. A lot of students don't know what ASG is. Idea to add ASG introduction to the Counseling's First Step program.

b. Review of the previous school year marketing efforts – New marketing ideals for 2016/2017

Chair Nicholas discussed and provided samples of what was done last year – postcard. The company that was used designed the postcard and a specific mailing list based on certain demographics. Focused on 18-35 year olds, household incomes in the 30K-80K annual realm and produced approximately 5K names. The postcard listed a specific telephone number that was used to track calls that came in as a result of the postcard.

There were some Google ads – online ad tracked how many people saw the ad. When it started in July, it was at 20K unique views – 49K the following month. That was a lot of exposure. Bill also had some Facebook ads. There needs to be a way to track how many individuals registered as a result of the postcards. Phone calls were tracked (15 calls) but can't track how many went through the web.

Bill stated the effort to mix it up. Advertising is important – but can't advertise into growth. There are other issues to deal with. In conjunction with Bill's magazine, there is a new mailing list – renters less than 2 years – available for use in spring. This may be another market. Find a way to reach older students, 25 and over and look at incoming/non-completion students. Are they failing out or is it due to financial aid issues – district is losing significant market.

Hearing IVC – is creating a positive vote for bonds. The printed schedule was done away with and need to find a way to get back out with limited funding. Student Equity will fund newsletter. Same budget allocated to marketing as last year.

c. Expansion and growth of CTE students and programs

Dean Silva discussed strong workforce. Initiative from State – has recognized labor shortage in CA. The State is injecting resources in California Community Colleges. Idea is to get more students, grow CTE programs, and graduate students. IVC has been awarded 683K for the next 2 years. The first allocation formula was driven by how many students currently in CTE programs, the unemployment rate in our county, and labor market demand. 683K year 1 and have until December 2017 to spend it. Additional funding for years 2, 3, 4, and 5 will depend on how well we do with 1st allocation. IVC is guaranteed at least 60% of 683K of 1st year.

Future awards will look at student's 1st year verse 2nd year. District's job is to get more students in the classroom – and the only way is to offer better programs, better scheduling, and more classes. Evaluating all CTE programs and finding a schedule that mirrors private school schedule where students come in at 8am – leave at 4 in the afternoon. 8-9 month and done. Will roll out pilot with welding certification. The medical assistant program, takes 2 years here at IVC because all courses are scheduled as if everyone wants an associate's degree. This will be a new option - to come in all day, but still keep evening class options. Programs that get funded through this initiative have to show up in the state's database as labor shortage. The State of CA has a list of the labor demands/shortage but it hasn't come in yet. Career and technical programs, demand occupation in CTE. Program needs to have a certification available. Major part of initiative will be marketing. Target

different populations. Strategies for working individuals, needs to be done well. Dean Silva explained that in talking with Bill, this initiative would require marketing assistance beyond what Bill is contracted for. Will require finances for development of plan which we was not available in the past. Has to be a strategic plan. Bill will draft initial plan to bring forward.

The idea was discussed of having the CTE counselor go out into the high schools and coordinator schools to have student tours of CTE buildings at night during regular IVC classes so potential students see the labs in action.

This initiative will help offer a program that would give a certification in 9 months. University of Phoenix uses block of hours and students work hard – it's an intense educational program; that model would help attract more students to IVC.

Career Fair/College & University Day is Thursday October 6th inside the gym. Only schools grades 6th – 12th were invited to this event. The event in April will involve all K-12 students. The April event is the biggest event with thousands of students attending. It was suggested that Admissions & Records signs up to be present as well as having ASG represented at the April event. Last year, windy conditions caused the event to be moved indoors into the lab of buildings 3100 & 3200. Dean Silva indicated he received a lot of positive feedback on the change to go indoors and see the labs first hand.

V. Adjournment

Meeting adjourned at 1:50 pm.