



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

**Tuesday, February 28, 2017
12:50pm – 1:50pm
Building 900, Training Room 903**

MINUTES

I. Welcome

II. Action Items

Review and Approval of Minutes

Minutes approved as presented.

Review and Approval Marketing Plan for Strong Workforce/ Fast track and CTE

Efrain discussed the Strong Workforce/ Fast track and CTE plan. The plan is to create new programs and/or expand existing CTE programs at IVC. First year, IVC received 700K. On July 1st 2017, IVC will receive the 2nd 700K. The funding is secured for the next 5 years. After 5 years, funding will depend on how IVC is doing with the new plan and the success rate. 40% of the funding will come to the region. Already secured 400K of the region funds. By 2025 the state of California will be short 1 million technicians – across all CTE programs. The state will hurt if it doesn't produce the workforce. The plan has been approved by the state. Fast track programs include a nursing fast track program. The nursing program currently requires approximately 5-6 years to complete the program – 4 years to complete prerequisite and 2 years for the actual program. The Fast Track Nursing program would be 3 ½ years to complete. Setup to complete B.A./B.S. within 1-1 ½ years after the completion of the program. It will offer 20-30 additional slots in Nursing Program. Admission process depends on grades/etc. set [forth by Education Code](#).

Welding – fast track would consist of a 10-month program for certification and American certification. New programs proposed include diesel mechanics and electronics. The regular part time programs would remain as is. These are the bones of the plan and is on a tight timeframe to get concept rolled out in time for fall registration.

There will be a big need for marketing. Recommended a splash page on the website to include a lot of details and questions to be answered. Marketing ideas include having K12 instructors from the programs come out to IVC. March 17, 2017 there is a High school Welding competition on campus. If flyers are available it would be great to have them out during this event as promotion. Reminder from Lisa – all brochures/flyers must have the gainful employment disclaimer on them! Legally mandated. Check what the actual requirements are to ensure they comply.

M/S/C Ramos/Johnson to approve as presented.

III. Updates

None at this time

IV. Discussion Items

a. Mid-Winter Fair Outreach and Marketing

Fair theme for 2017 "Sweet Life" – bees – IVC is having a contest at their booth "What do I want to be when I grow up" Children will draw a picture of what they want to be when they grow up. The drawings will be pinned up in the booth. The drawing is the actual entry form for an Xbox system and 2 Cold Stone Ice Cream gift cards. Challenge to keep all volunteers informed of what to do while in the booth since there is different staff throughout the day and week. Suggestion was made to create group email for all those who have volunteered.

b. Jared Brady Proposal

Jared from Tribelook presented information regarding the social media application solution offered by Tribelook. The application is for business use and offers the ability to push the display out to digital monitors on campus. Similar to what has already been implemented by Omar on campus. The postings are for business use and it offers the ability for outside vendors to post to our feeds (i.e. job opportunities). The postings are completely public meaning there are no friends or groups to join or request. Ability to reach students using the application that is free for them to download but it does require them to download and sign up for an account on their devices. It offers 2 security measures to control content of text to ensure it is appropriate, through app settings – purification software then physically screened by people. Solution is similar to what we already have developed on campus. This adds another layer to that. Tribelook is a new company so the information currently available is very limited.

c. Assessment of Our Current Campus Marketing and Outreach Resources – Funding and Staffing

Rebranding & visioning meetings – instead of going out to areas – bring students from those areas onto IVC. Bill explained the 1st step is to determine who we are as a District – and then who we want to be.

V. Adjournment

Meeting was adjourned at 1:50pm.