



IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee

Thursday, November 3, 2016
12:50pm – 1:50pm
Building 900, Training Room 903

MINUTES

I. Welcome

II. Action Items

Review and approval of minutes form xxx meeting
Approved as presented.

III. Updates

None at this time

IV. Discussion Items

a. Promotion of Winter Intersession 2017 and Spring 2017 Semester

Looking to do the same as has been done in past. The new print schedule is scheduled to be published this Friday. There will be distribution on campus, on stands in gas stations, and combined into the IV Press. It will also be in Adelante and the White Sheets. There was 8K-10K inserted and will be on racks throughout the Imperial Valley. In the past, the District spent approximately 120K a year to mail print schedules to every household. About seven years ago, due to budget restrictions, the campus switched to online schedules.

Postcards are used to promote winter/spring semesters. If the budget is available, the district will continue with postcard mailings.

Marketing needs to target specific groups and determine if the need is with current students, focusing on new students, or both. Discussed the idea of utilizing internal communications systems better – emails and texting capability. Regroup has specific group functions but Omar stated he hasn't had the time to look into the actual functions and abilities of Regroup for this purpose.

Facebook ads have shown success when advertising newly added classes. Instagram and Snapchat haven't been discussed or considered yet. The challenge is there is no media department dedicated to do these types of marketing efforts.

There was some discussion on the ease and ability of forwarding emails from Outlook through Blackboard. It doesn't seem to be easy and requires cut & paste. Questions arose around the capabilities available on Canvas and whether it would be an easier process.

Registration seems to suffer due to long registration period. Having registration open for both winter and spring causes confusion on the student side. A lot of students aren't aware they can register for both sessions at the same time although the marketing effort is there. Another challenge is due to the holidays. The students aren't thinking about school or next year/semester.

Budget is always a concern. There is a need to identify the difference in communities from Calexico to Brawley. Bill had previously mentioned an SDSU class which could help with the survey needs. The class will not be able to do this therefore, it needs to be done in-house. Survey to communities - no survey monkey. It was stressed that the need for feet on the ground is essential for this survey. Then the visioning process begins. Take data from survey and go deeper. Goal is end of June.

Need to look at other border community colleges like El Paso in Texas. IVC has a unique situation. There is a city of 1.3 million right next to us. Understand branding and how it affects students enrollment. City of Brawley has the largest graduating high school class but there have been reported transportation issues. There is the need to understand the data.

Other ideas discussed was surveying of high school students who never applied at IVC.

Campus Visioning, Rebranding and CTE Plan – SDSU class to do rebrand survey. There is a need to rebrand the college logo. Rebranding needs to go out into the high schools for feedback.

Funding through student equity – working w Dr. Garcia. Idea to have the local high schools send survey out on our behalf. Need to reach the parents of the high school students to get replies.

Discussed ideas about getting people in to help facilitate the survey effort. Possibility of having ICOE assist.

b. Enrollment Management

Data pulled from the presentation slide by Dr. Garcia presented to the Board: 327 students facing future dismissal. Looking at budget deficit and not hitting growth. If 327 FTES is dismissed, it equals about 600K.

Students are supposed to meet with counselors as part of the student success plan. Questions on whether students are following degree plans, and whether students are taking the classes they should. Start looking at new students – incoming freshman. Age 19 and under. Return rate after 1 year at IVC - 30-50% aren't returning after 1st year with no outside influence, no academic probation, nothing has reached them.

Jobs can be influencing that number. There are limited jobs here in the Valley, not even part time jobs. It seems more likely to find a full time job but students are looking for part time to work with school schedules and its hard.

Benchmarking IVC's numbers against other California Community Colleges - completion rate is about 48%. May not be at dismissal but after a year, students lose

financial aid assistance. Do students know what resources are available on campus? Is there a degree plan for students that can be emailed every semester? Is the District offering the right classes? Or why did the student(s) not follow degree plan if they have one?

From marketing standpoint, easier to capture current student data. Need for data to be broken down by discipline/major. Are these CTE or degree students? Information is not broken down or looked at that way. New students – half of them are leaving after the 1st year. Incoming freshmen - Firststep Program – one on one meetings go a long way. The personal connection goes a long way.

All this is do-able. Look at how to segment students up front in the process. Survey students at the application step to flag at risk students, and those who apply early/late, and first generation students. Hold off on sending postcards until after the initial registration period. Send survey to 1st year students.

Tackle problem when we know what it is. Coordination of class schedules and work schedules. Some students had good academic standing but still left - - “Why?” is what needs to be known. Survey age breakdown to determine if younger population or older population that likely only came for 1 class. The District always gets a group of high school graduates. If the District could keep those students all the way through graduation, there would be an auto growth.

- V. Adjournment
Meeting was adjourned.