

Imperial Valley College Public Relations and Marketing Committee

Minutes

Tuesday, October 30, 2018

3:00pm – 4:00pm

Building 3100, CE Conference Room

Membership:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mike Nicholas – Co-Chair | <input checked="" type="checkbox"/> Lisa Seals – CMCA Representative |
| <input checked="" type="checkbox"/> Bill Gay (Public Relations Consultant) – Co-Chair | <input type="checkbox"/> Rod Smart – IVC Foundation Director |
| <input type="checkbox"/> Efrain Silva – Administrative Representative | <input checked="" type="checkbox"/> Patricia Robles – Classified Representative |
| <input type="checkbox"/> Lennor Johnson – Administrative Representative | <input checked="" type="checkbox"/> Monica Rogers – Classified Representative |
| <input checked="" type="checkbox"/> Hope Davis – Faculty Representative | <input checked="" type="checkbox"/> Miriam Trejo – Classified Representative |
| <input checked="" type="checkbox"/> Brandilyn Davidson – Faculty Representative | <input checked="" type="checkbox"/> Erick Gil – ASG Representative |
| <input checked="" type="checkbox"/> Norma Nunez – Faculty Representative | <input checked="" type="checkbox"/> Victoria Navarro – ASG Representative |
| <input type="checkbox"/> Vikki Carr – CMCA Representative | |
| <input checked="" type="checkbox"/> Omar Ramos – CMCA Representative | |

Recording Secretary: Angie Gallo

Visitors: None

I. Welcome/Call to Order

Co-Chair Mike Nicholas called the meeting to order at 3:05 p.m.

II. Public Comments

None

III. Approval of Minutes

September 25, 2018 - approved as presented.

IV. Action Items

None

V. Discussion and Information Items

New Business

A. Mobile Geo-Fencing

Bill discussed the campuses use of mobile geo-fencing. When you cross Geo-fence, ads will appear on phone. It is a very effective way of advertising. Will still use radio ads for winter registration. Ads for digital radio such as satellite and Pandora are very expensive. Regional Career Ed program is running ads for the current campaign. IVC is different due to location. The Career Center opened with a lot of foot traffic; it has become steady since its grand opening.



As of right now, radio spots are planned for spring registration – no billboards. Still using bus shelters, mall ads, and social media (Facebook and Instagram). Career Ed is advertising with TV ads, radio, and billboards. Bill indicated there are still marketing funds available.

Discussion around high school students and the need to keep in mind the differences in newer generation trends. They are the market IVC needs to reach. They are using social media such as Snapchat and not Facebook. How is IVC keeping up with the changes? Bill stated ads are being placed on Facebook and Instagram but not currently on Snapchat or Twitter. Need to look into Snapchat's advertising. Need to target high school students – Online advertising – Geo-fencing – anyone carrying a phone who crosses Geo-fence will get the IVC ad

B. Fall 2019 Campus Promotion "I Am IVC" Campaign/60th Anniversary of IVC

Mike made a proposal to the committee to combine the the "I Am IVC" campaign with the upcoming The 60th Anniversary of the college. The date is based on the formation date of the college, same as when we celebrated the 50th anniversary. The first classes were held in Imperial, CA. Bill will look into dedicated budget for the 60th anniversary campaign. May need to request funding through program review. The concept of the campaign will run through this committee. If idea is supported, Mike will work on a presentation to make to the IVC Foundation. Campaign will focus on IVC alumni.

Need to find ways to identify famous alumni. Look for successful alumni – could be teachers, administrators, business owners, etc., the average kid who comes to IVC and becomes successful. If there are alumni who have become famous, it would be great.

Need to establish criteria and categories. Promote out in the community. Ask community to nominate individuals; create a form "If you would like to be considered..." for people to nominate themselves or others. Establish criteria for evaluation of nominations and who is selected for recognition. Some students don't "graduate" from IVC and transfer out so no graduation requirement but must have attended at least 2 semesters.

Would be ideal to find 60 alumni to feature to match 60th anniversary. Use Facebook, fair booth, digital outreach, community recommendations and newspaper ads to gather nominations. Possible newspaper ad "If you attended IVC and have a great story..." submit and best stories will be chosen. Partner with IVC Foundation and look at the criteria used for the Foundation alumni inductee process. Challenge will be to ensure there are no "infamous" names selected.



C. Campus Enrollment

Enrollment appears to be steady and on target. Confusion on campus on funding formula. Is there a need for more winter/spring advertising? The numbers are currently being reviewed. New funding formula – baseline is average of last three years so the baseline is lower than last year so may not be in a position to grow.

Demand on dual enrollment – dual-enrollment is helping IVC - non-credit and dual enrollment have been separated from formula as well as the prison program. Will look at any last minute marketing needs for winter/spring.

Negative letters went out to approximately 8,800 students regarding money owed to the District. Phone calls are pouring in especially to Financial Aid. Students are upset that the letters include fees owed over the last 3 years. Letters were mailed November 16th. Indicate students have 30 days to pay before account is referred to the Franchise Tax Board. It will affect those who have refunds coming back to them. \$60,000 in payments has been received since the letters went out.

Unfinished Business / Updates

A. 2019 Winter/Spring Printed Schedule

Reduced the print run on class schedules from 15,000 to 12,000. Campus distribution is the main focus but will put some out in the community. Currently available in A&R (received one pallet). A second pallet is still in purchasing. Mike will work with maintenance to get those distributed.

VI. Announcements

None

VII. Adjournment

Meeting was adjourned at 4:05pm.

