

Imperial Valley College
Campus-Wide Standing Committee
Self-Evaluation Form

Committee Name		Public Relations and Marketing Committee			
Committee Charge (Summary)		The IVC Public Relations and Marketing Committee is responsible for providing guidance and support for both internal and external initiatives and communication strategies that promote and enhance the mission of Imperial Valley College.			
For Academic Year		2015-2016		Date of Evaluation 5/18/16	
Month	Mtg Date	# Members Present	Agenda Sent 1=Yes 0=No	Minutes Posted 1=Yes 0=No	Please list the major issues or tasks addressed at each meeting
Sept.	24	6	1	0	Enrollment Growth / Committee Self-Evaluation
Oct.	29	7	1	0	Social Media Policy Updating / Enrollment Growth Update
Nov.	19	6	1	1	Winter-Spring Advertising / Social Media Policy Review
Dec.	9	6	1	1	Postcard Mailing / Schedule Distribution / Marketing Survey
March	23	5	1	0	New Marketing Ideas / Summer Semester Promotion / Prioritization of Budget Enhancement Request – 2016-17
May	18	4	1	1	Self Evaluation for CC / Enrollment Trends / Fall 2016 Promotion
Avg Attendance		5.7	100%	50%	
Major Accomplishments or Achievements in Past Year		1 Creation of a comprehensive policy on Social Media			
		2 Created Community Newsletter - Imperial Valley Press page			
		3 Successful College Promotion- Schedules, Postcards, Billboards & Facebook			
		4 Prioritization of Budget Enhancement Request			
		5 Improved college wide branding efforts			
Major Obstacles or Problems with Committee Function		Lack of funding to support all campus marketing request - especially with			
		1 community outreach and external campus promotion/marketing			
		2 Need more campus-wide participation to obtain college marketing goals			
		3 Lack of quorum at some meetings			
Recommendations for Improving Process or Efficiency		4 Lack of man power to fully complete all campus marketing requests			
		1 Secure better funding through PR Program Review to support college mission			
		2 Ensure that ideas that are recommended continued through shared governance			
		3 Use institutional data information to target marketing efforts			

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Review of Goals from Previous Year & Related Institutional Goal	1 Review of non-active membership has approved meeting attendance
	2 Scheduled standing monthly meetings has approved attendance
	3

Committee Goals (if appropriate) for Coming Year and list Related Institutional Goal	1 Continue to build upon the committee created Public Relations/Marketing Plan Related to: Institutional Goal: 1,2 & 3
	2 Provide students with clear, concise and timely information to help them achieve their educational goals and inform the public of education opportunities at IVC Related to: Institutional Goal: 1 & 2
	3 Work to improve existing marketing efforts with appropriate fiscal resources and the establishment of a comprehensive Public Relations/Marketing capability Related to: Institutional Goal: 1,2 & 3
	4 Related to: Institutional Goal:

Chair/Co-Chair Signature	x
<i>Typed or Printed Name</i>	<i>Mike Nicholas, Publications Design Coordinator</i>
Chair/Co-Chair Signature	x
<i>Typed or Printed Name</i>	<i>Bill Gay, Director of Public Relations</i>

IVC Institutional Goals
Goal 1 (Institutional Mission & Effectiveness): The College will maintain programs & services that focus on the mission of the college supported by data-driven assessments to measure student learning and student success.
Goal 2 (Student Learning Program & Services): The College will maintain programs & services which support students success & the attainment of student educational goals.
Goal 3 (Resources): The College will develop & manage human, technological, physical, and financial resources to effectively support the college mission & the campus learning environment.
Goal 4 (Leadership & Governance): The Board of Trustees & the Superintendent/President will each establish policies that assure the quality, integrity, & effectiveness of student learning programs & services, & the financial stability of the institution .

IVC Mission
<i>The mission of IVC is to foster excellence in education that challenges students of every background to develop their intellect, character, & abilities; to assist students in achieving their educational & career goals; and to be responsible to the greater community.</i>