

DRAFT

2009-2011 IVC PR Plan

2009-11 PR Goals

1. Increase knowledge among IVC Stakeholders regarding programs and issues at IVC through an integrated marketing plan that promotes and fosters student and community relations as well as institutional value.
2. Establish the foundation for a bond issue by reaching all Valley communities to reinforce personal connections with the college.
3. Continue a marketing effort to seek continued budgeted growth in enrollment, especially in the North County
4. Assist IVC in reinforcing and expanding its leadership role in workforce development and attainment of higher education for Imperial County residents
5. Develop proactive internal communications program that will develop an institutional awareness of marketing as an operating principle for the college.
6. Develop and implement plan to honor IVC's 50th Anniversary in conjunction with grand opening of new IVC Science Building
7. Centralize marketing efforts to address individual departmental needs.

PR Strategies

1. Rebrand IVC through development of consistent appearance of all college publications, adjustment or redesign of IVC logo and mascot
2. Follow up on visioning process through consistent community meetings, presentations and on-campus tours of both new construction and areas needed for improvement.
3. Make use of Social Media to reach all IVC audiences in a more targeted approach.
4. Using data from Environmental Scan and economic studies, identify targeted audiences and specific outreach programs to reach those audiences.
5. Showcase the opening of IVC's new science building through tours and other outreach in connection with the 50th Anniversary of the district.
6. Leverage resources by maximizing outreach impact of existing IVC activities, such as athletic events and other activities held on campus.
7. Establish and maintain solid IVC leadership in major community organizations such as all Valley chambers of commerce, Workforce Development Board, P-16

Council, Imperial Valley Economic Development Commission, Brawley Economic Development Commission and others.

8. Tell the story of Imperial Valley College through the words, actions and examples of successful IVC students and graduates.

Target Audiences

1. Current Students
2. Potential Students and their families
3. IVC Faculty
4. Classified Staff
5. IVC Administrators
6. K-12 Educators
7. Community leaders/Opinion makers
8. Business Community
9. Registered voters
10. Media
11. IVC Foundation Board & contributors
12. Board of Trustees
13. Bond Oversight Committee
14. Campus advisory committees

PR Objectives

1. A campus Marketing Committee will be operating to advise and help evaluate campus branding programs and outreach, including expansion of presence on web 2.0 sites.
2. A communications audit will be completed to evaluate the effectiveness of all internal and external communications programs and recommendations for changes will be presented to appropriate shared governance committees.
3. A quarterly IVC newsletter for the community will be published and inserted into the Imperial Valley Press.
4. IVC will enhance its electronic community presence at through establishment of computer access stations in new locations.
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6. Community workshops will be held in all communities served by IVC

7. Appropriate marketing will be instituted for IVC student enrollment to achieve budgeted FTES for Fall, Winter/Spring and Summer terms of 2009-10 and 2010-11.
8. Local service clubs will have awareness of IVC's new educational advances and facilities through a series of on-campus and off campus programs presented by IVC administrators and faculty.
9. IVC will have enhanced its presence on social media sites, such as Facebook to assist in student recruitment as well as facilitate conversation with stakeholders.
10. The IVC Student Portal will be used to facilitate online conversation with students regarding issues impacting IVC.
11. Regular "Town Hall meetings" will be held with students and staff to facilitate understanding of issues facing IVC.
12. Local media will publish/broadcast routine stories outlining status of new programs, Measure L, etc
15. Partnerships will be reinforced with IVEDC, Chambers of Commerce, Workforce Development Board and BEDC by active involvement of IVC on boards of directors
16. An IVC Hall of Fame will be established to honor distinguished alumni.
17. The Communications Department will institute a regularly-published online internal newsletter.
18. Use of a printed Course Schedule will undergo continued evaluation with the objective of transitioning to an electronic means of communicating the same material and replace the printed document with an annual marketing document.
19. Institute live radio broadcasts of major athletic events to facilitate parallel promotion of other IVC events and programs.