

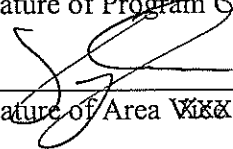
IMPERIAL VALLEY COLLEGE  
PROGRAM REVIEW COMPLIANCE FORM AND REQUEST FOR RESOURCES

PROGRAM/DEPARTMENT President's Office (Community/Media Relations) ACADEMIC YR. 2012-2013

Comprehensive Program Review       Annual Assessment       Request for Resources (check all that apply)

Please analyze your Program Review data as well as your SLO/SAO assessment findings in order to update to your Comprehensive Program Review report as needed. All changes to area needs and subsequent requests for additional resources must be reported at this time.

If your program is scheduled for a Comprehensive Program Review all forms are to be completed and submitted to the appropriate Dean/VP. If you are completing the annual Program Review Assessment only and have no changes to area needs, sign below and submit this form to appropriate Dean/VP. If your needs have changed as a result of your annual assessment of program review data, please complete the appropriate Request for Resources form(s) and submit to appropriate Dean/VP.

<u>N/A</u>		<u>N/A</u>	
Signature of Program Chair/Director	Date	Signature of Area Dean	Date
	02-17-12		
Signature of Area <del>Vice</del> President, Victor M. Jaime, Ed.D.	Date		

Please attach the following documents to this Program Review Compliance form if you are requesting additional resources:

- ✓ Comprehensive Program Review
- ✓ Data Analysis Form
- ✓ SLO/SAO Assessments
- ✓ Request for Resources Forms



# Imperial Valley College

## Program Review

104-11001-6790 Public Relations/Marketing/Unrestricted - General/Other General Inst Support Services						
#	Acct Description	Actual (11-12)	Budgeted (11-12)	Requesting	Justification	Prio Plan
1	4455 Copying/Printing	\$2,009.52	\$3,000.00	\$3,000.00	Outreach materials	10 Marketing
2	4480 Hospitality	\$1,545.65	\$1,600.00	\$1,600.00	Outreach	1 Marketing
3	5110 Consulting Services	\$0.00	\$0.00	\$39,000.00	PR Consultant	10 Marketing
4	5630 Facility/Equipment Rental Expense	\$800.00	\$1,500.00	\$1,500.00	Fair booth	1 Marketing
5	5740 Advertising Expense	\$4,792.93	\$5,000.00	\$5,000.00	Advertising IVC, IVUP	10 Marketing
<b>Totals:</b>		<b>\$9,148.10</b>	<b>\$11,100.00</b>	<b>\$50,100.00</b>		

**Long Justifications:**

- 1 Outreach materials
- 2 Outreach
- 3 PR Consultant
- 4 Fair booth
- 5 Advertising IVC, IVUP

104-11501-6790 Public Relations/Marketing/Lottery Unrestricted/Other General Inst Support Services						
#	Acct Description	Actual (11-12)	Budgeted (11-12)	Requesting	Justification	Prio Plan
1	4455 Copying/Printing	\$0.00	\$9,400.00	\$10,000.00	Catalog Printing	10 Marketing
2	5740 Advertising Expense	\$1,768.20	\$10,000.00	\$10,000.00	Community mailer in lieu of schedule	10 Marketing
<b>Totals:</b>		<b>\$1,768.20</b>	<b>\$19,400.00</b>	<b>\$20,000.00</b>		

**Long Justifications:**

- 1 Catalog Printing
- 2 Community mailer in lieu of schedule

**Actual Grand Total:**     \$10,916.30  
**Budgeted Grand Total:**   \$30,500.00  
**Requesting Grand Total:**   \$70,100.00