

Appendix F

Marketing Committee

The Public Relations & Marketing committee evaluated and prioritized the 2014-2015 Annual Program Review (APR) budget requests at its May 22, 2014 meeting. The following requests were submitted for review and prioritized by the committee. The committee recognized that it would be a challenge to fulfill many of the requests without appropriate fiscal resources and the establishment of a comprehensive Public Relations/Marketing capability. It was also noted by the committee that because of financial restraints, the college might be better served with an updated IVC campus brochure and specific departmental brochures to promote all the campus programs. For example, an updated Career Technical Education (CTE) brochure would address four specific program needs identified in this Annual Program Review budget request.

Rank	Inst. Goal	Program	Requisition
1	1, 2, 3, 4	Public Relations	1) Establish a fully functioning comprehensive Public Relations/Marketing capability with appropriate fiscal resources and dedicated personnel. 2) Increase knowledge among IVC stakeholders regarding programs and issues at IVC through consistent two-way communication through speakers programs, open houses, and other outreach. 3) Develop television and a direct mail campaign and build upon current advertising in social media, on the radio, and in newspapers.
2	2	Agriculture and Ag. Buss. Mgt.	1) Faculty, with assistance of Advisory Committee members, review and update all curricula in both Agriculture programs.
3	2	Legal Assistant	1) Increase marketing of the program.
4	3	CISCO CCNA	1) Do a better job of marketing and continue high school outreach programs.
5	1, 2, 3	Fire 1 and Fire Technology	1) Develop and disseminate targeted marketing materials to recruit more women applicants in Firefighter 1 program - est. \$4,000.
6		Energy Efficiency Technology	1) Develop marketing plan for program.
7	1, 2	Air Conditioning & Refrigeration	1) Accommodate student interest.
8	2	Parking Control	1) Advertisement on purchasing parking 2 permits online.
9	1, 2	Early Childhood Education	1) Increase connections with high schools, middle schools, and universities.

The following 2014-2015 Annual Program Review (APR) budget requests were reviewed by the Public Relations & Marketing committee. While there might be a marketing element attached to these requests, the overall requisition was deemed to be outside the scope of the committee. These requests will be referred to other sources, such as staffing, for further review and prioritization.

Priority	Inst. Goal	Program	Requisition
3	2, 3	Art	1) Hire someone to gallery sit for 15 hours a week, at \$8 an hour.
1	1	Air Conditioning & Refrigeration	1) Set up regular appointments with students to review whether or not they are on course to graduate.
3	2, 3	Art	1) Procure funding to pay for speakers, film showings, live music, and other performances and events.
3	1, 2, 3	Mathematics	1) Rebuild pre-engineering program. 2) Develop partnerships with SDSU and/or CETYS. 3) Recruit students through First Solar scholarships.

Approval Response to Marketing Committee Requests

Program	Requisition	Cost	Recurring	Inst. Goal	Priority	VP Approval
Agriculture and Ag. Buss. Mgt.	1) Faculty with assistance of Advisory Committee members to review and update all curricula in both Agriculture programs.					
Air Conditioning & Refrigeration	1) Accommodate student interest.	\$0	YES	1, 2	3	
Art	1) Procure funding to pay for speakers and allow for film showings, live music, and other performances and events.	\$9,000	YES	2, 3	3	Approved. Perhaps Foundation funds.
CISCO CCNA	1) Do a better job of marketing, and continue high school outreach programs.	\$500	NO	3	1	Approved.
Early Childhood Education	1) Increase connections with high schools, middle schools, and universities.	\$4,000	YES	1, 2	2	Approved.
Energy Efficiency Technology	1) Develop marketing plan for program.	\$3,000	YES	?	2	
Fire I and Fire Technology	1) Develop and disseminate targeted marketing materials in order to recruit more women applicants in Firefighter 1 program.	\$4,000	NO	1, 2, 3	1	Approved.
Legal Assistant	1) Increase marketing of the program	\$500	NO	2	2	Approved.
Mathematics	1) Rebuild pre-engineering program. 2) Develop partnerships with SDSU and/or CETYS.	\$18,000	YES	1, 2, 3	3	Approved. Need to look for STEM funding.
	3) Recruit students with First Solar scholarships.	\$2,000	YES	1, 2, 3	3	Approved

Public Relations	1) Establish a fully functioning comprehensive Public Relations/Marketing capability with appropriate fiscal resources and dedicated personnel.	Not Identified	YES	1, 2, 3, 4	1	President's area.
	2) Increase knowledge among IVC stakeholders regarding programs and issues at IVC through consistent two-way communication through speakers programs, open houses, and other outreach.	\$50,000	YES	1, 2, 3, 4	2	
	3) Develop television and direct mail campaigns and build upon current advertising in social media, radio, and newspapers.	\$100,000	Not Identified	4	3	
Parking Control	1) Advertise purchasing parking permits online.	Categorical: Parking	YES	2	1	Approved.

The Table below contains items in the Marketing Committee Request that are outside of Marketing and Need to be referred to other sources, such as staffing.

Program	Requisition	Cost	Recurring	Inst. Goal	Priority	VP Approval
Art	1) Hire someone to gallery sit for 15 hours a week, at \$8 an hour.	\$9,000	YES	2, 3	3	Approved, but may be below minimum wage
Air Conditioning and Refrigeration	2) Set up regular appointments with students to review whether or not they are on course to graduate.	\$250	NO	1	1	Approved. Use tutors.