Imperial Valley College

Campus-Wide Standing Committee Self-Evaluation Form

Committee Name			Public Relations and Marketing Committee			
Committee Cl	harge (Sun	nmary)	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		2017-2018		Date of Evaluation 8/28/18	
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.	28	9	1	1	Visioning process review / New Marketing Campaign- IVC Misconceptions/ College Enrollment Status	
Oct.	25	11	1	1	Visioning 2017-18 /Spring Schedule / AB19 / Marketing Materials	
Feb.	9	3	0	1	Fair Outreach Meeting - Patty, Mike & Bill	
March	22	6	1	1	Visioning Summary /CE Program Brochures / Campus Signage	
April	30	5	1	1	Fair Booth Coloring Contest Winners / Campus Informational Signage / Review of all Visioning Comments	
Avg Attendan	nce	6.8	80%	100%		
Major Accomplishments or Achievements in Past Year			Helped Coordinate the 2017-18 Visioning process and review of final summary Successful College Promotion- Printed Schedule, Billboards & Social Media Successful Fair Outreach - "What I want to Be" Drawing Contest Continued to work to Improve college wide branding efforts Approval of campus informational signage "Did you Know" campaign			
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 man power to fully complete all campus marketing requests 4 Without a dedicated PR Marketing dept. campus marketing is fragmented			
Recommendations for Improving Process or Efficiency			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 2017-18 Visioning results to help drive our marketing efforts			

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Review of Goals from Previous Year &	1 Continue to improve existing marketing efforts with appropriate fiscal resources			
Related Institutional Goal	2 Scheduled standing monthly meetings has approved attendance 3 Use institutional data information has helped increase campus enrollment			
Related Institutional Goal				
	1 Continue to build upon the committee created Public Relations/Marketing Plan			
	Related to: Institutional Goal: 1,2 & 3			
Committee Goals (if appropriate) for Coming Year and list Related	Provide students with clear, concise and timely information to help them achieve their educational goals and inform the public of education opportunities at IVC			
Institutional Goal	Related to: Institutional Goal: 1 & 2			
	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	х			
Typed or Printed Name	Mike Nicholas, Publications Design Coordinator			
Chair/Co-Chair Signature	x			
Typed or Printed Name	Bill Gay, Director of Public Relations			
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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

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.