

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 | | 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 Attendance | | 6.8 | 80% | 100% | |
| Major Accomplishments or Achievements in Past Year | | 1 Helped Coordinate the 2017-18 Visioning process and review of final summary | | | |
| | | 2 Successful College Promotion- Printed Schedule, Billboards & Social Media | | | |
| | | 3 Successful Fair Outreach - "What I want to Be" Drawing Contest | | | |
| | | 4 Continued to work to Improve college wide branding efforts | | | |
| | | 5 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 | | | |
| Recommendations for Improving Process or Efficiency | | 4 Without a dedicated PR Marketing dept. campus marketing is fragmented | | | |
| | | 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 | | | |

