

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		2018-2019		Date of Evaluation 9/18/19	
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
Aug.	28	12	1	1	Approval of Committee Self-Evaluation / I Am IVC Campaign/ Online campus maps/ Strong workforce marketing
Spt.	25	11	1	1	Winter-Spring Schedule / Advantage Brochure / Concept 3D
Oct.	30	9	1	1	Mobile Geo-Fencing / Fall 2019 Campus Promotion / Enrollment
Dec.	6	8	1	1	Fall 2019 Campus Promotion / Informational Brochures
March	5	7	0	0	Special meeting to review and prioritize the budget enhancement request 2019-2020
March	26	10	1	1	Fair Booth Coloring Contest Information / Presentation from Columbia College / Accreditation Exit Report
May	28	9	1	1	Fair Booth Coloring Contest Winners / Active Assailant Drill
Avg Attendance		9.4	86%	86%	
Major Accomplishments or Achievements in Past Year		1 Approval of Committee Self-Evaluation & Marketing Budget Enhancement request 2 Successful College Promotion- Printed Schedule, Fair Coloring Contest & Outreach 3 Continued collaboration with the regional Strong Workforce Marketing committee 4 Continued to work to improve college wide branding efforts 5 Hiring of a new interim Public Information Officer			
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 Without a dedicated PR Marketing dept. campus marketing is fragmented 3 Need more campus-wide participation to obtain college marketing goals 4 Lack of man power to fully complete all campus marketing requests			
Recommendations for Improving Process or Efficiency		1 Align committee goals with the Marketing Plan to ensure PR initiatives are met 2 Ensure that ideas that are recommended continued through shared governance 3 Secure better funding through PR Program Review to support college mission			

Imperial Valley College
Campus-Wide Standing Committee
Self-Evaluation Form

Review of Goals from Previous Year & Related Institutional Goal	1 Work towards reestablishing the Marketing Dept. with hiring of a new interim PIO
	2 Continue to improve existing marketing efforts with appropriate fiscal resources
	3 Continue scheduled standing monthly meetings to approve attendance
Committee Goals (if appropriate) for Coming Year and list Related Institutional Goal	1 Continue to build upon the committee created Public Relations/Marketing Plan Related to: Institutional Goal: 1,2 & 3
	2 Provide students with clear, concise and timely information to help them achieve their educational goals and inform the public of education opportunities at IVC Related to: Institutional Goal: 1 & 2
	3 Work to improve existing marketing efforts with appropriate fiscal resources and reestablishment of the Marketing Dept. with hiring of a new interim PIO Related to: Institutional Goal: 1,2 & 3
	4 N/A Related to: Institutional Goal:

Chair/Co-Chair Signature x

Typed or Printed Name *Mike Nicholas, Publications Design Coordinator*

Chair/Co-Chair Signature x

Typed or Printed Name *Bill Gay, Director of Public Relations*

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.