

IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee
Thursday, December 12th, 2013 • 3:30 p.m.
1704 EWD Conference Room

Mission of Committee: 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.

AGENDA

- A. Call to Order by Mike Nicholas – Committee Chair
- B. Review and Approval of Minutes
- C. Reports
- D. Update on Previous Discussion Items
 - a. IVC 2014 Spring Registration
- E. New Discussion
 - a. 2014 Business Showcase
 - b. 2014 California Mid-Winter Fair & Fiesta
- F. Action Items –
 - a. Approval of the 2014-2017 Public Relations/Marketing Plan
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment