

**IMPERIAL VALLEY COLLEGE**  
**Public Relations and Marketing Committee**  
**Thursday, May 22, 2014 • 2:30 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. Summer School 2014 / Fall 2014 Promotion
  - b. College Marketing Budget
- E. New Discussion
  - a. IVC Branding / Marketing Campaigns
- F. Action Items –
  - a. Prioritization of Marketing Resource Request – Program Review 2014
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment