



Imperial Valley College
Public Relations & Marketing Committee

Wednesday, September 17, 2014
Academic Senate Conference Room
3:00 p.m.

<u>Members Present</u>	<u>Members Not Present</u>
Erika Aguilar, Secretary	Todd Hansink
Lisa Seals	Bill Gay, Co-Chair
Mike Nicholas, Chair	Patricia Robles
Rosanna Lugo	Efrain Silva
Gloria Hoisington	
Norma Nuñez	
Omar Ramos	
Jill Nelipovich	

1. Call to Order

Unofficial meeting called to order at 3:08 pm by Mike Nicholas

2. Approval of Minutes

Tabled

3. Reports

None

4. Update on Previous Discussion Items

- *None*

5. New Discussion

- *IVC Promotion in the Community*
 - Mall signage at the movie entrance, Billboard near University of Phoenix.
 - Radio was used to promote Fall registration
 - Not enough funding for additional promotion.
 - Students have requested printed copies of the class schedule
 - Newspaper insert was not geared toward the right audience- Low student readership
 - Mike has been researching what other colleges are doing with the same issue
- *Committee Self-Assessment was completed to be turned in to College Council*
- *Major obstacles with Committee Functions*
 - Lack of funding resources
 - Lack of quorum at meetings
 - Trying to increase growth and marketing is in the back burner

- Recommendation
 - Having set meeting date and time
 - Review non-active members and find replacements

6. Action Items

None

7. Other

- *Brainstorming Other Marketing Ideas*
 - Ask faculty to inform students about Winter Intersession
 - Use marquees to promote Winter Intersession
 - Use student common areas to promote registration

8. Next Meeting

Next meeting notification will be sent out

9. Adjournment

Meeting was adjourned by Mike Nicholas at 4:01