

IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee
Wednesday, November 19th, 2014 • 3:00 p.m.
IT Department Training Room 903

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. Winter Intersession/Spring Semester Marketing and Promotion
 - b. Fair/Business Showcase Promotion
- E. New Discussion
 - None
- F. Action Items –
 - Prioritization of the 2014-15 Marketing Budget Enhancement Requests
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment