

IMPERIAL VALLEY COLLEGE
Public Relations and Marketing Committee
Tuesday, January 27th, 2015 • 2:30 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. Spring Semester Marketing and Promotion
 - Regroup
 - Postcard Mailing
 - Internal Advertising
 - Radio
 - Mall & Bus Shelters
 - b. Fair Promotion (Ag-Venture) – February 27th – March 8th, 2015
- E. New Discussion
- F. Action Items
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment