

**IMPERIAL VALLEY COLLEGE**  
**Public Relations and Marketing Committee**  
**Thursday, April 30<sup>th</sup>, 2015 • 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
  - a. 2015 CCPRO Conference – Bill & Mike
- D. Update on Previous Discussion Items
  - a. Spring Semester 2015 Marketing and Promotion
    - Postcard Mailing
- E. New Discussion
  - a. Summer Semester 2015 Marketing and Promotion
    - Use of student equity funds
  - b. Fall Semester 2015 Marketing and Promotion
  - c. 1<sup>st</sup> Step Welcome Event
  - d. Social Media Participation Guidelines / Policy
- F. Action Items
- G. Other
- H. Next Meeting: Date, time, room
- I. Adjournment