

# Public Relations & Marketing Committee

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## 2018 Report



**Imperial Valley College - College Council**

Wednesday, April 25, 2018

# Mission of Committee

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*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.*

# Committee Membership

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**Bill Gay (Co-Chair)**

**Efrain Silva**

**Lennor Johnson**

**Hope Davis**

**Brandilyn Davidson**

**Norma Nunez**

**Omar Ramos**

**Vikki Carr**

**Mike Nicholas (Co-Chair)**

**Lisa Seals**

**Rod Smart**

**Patricia Robles**

**Monica Rodgers**

**Miriam Trejo**

**Natalie Rodriguez (Student)**

**Natasia Marquez (Student)**

# **Recent Committee Accomplishments**

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- **Approval of Public Relations Plan 2018-2021**
- **Created new social media policy**
- **Approval of comprehensive CTE Marketing Plan**
- **Successful Fair Outreach - "What I want to Be" Drawing Contest**
- **Successful College Promotion- Schedules, Postcards, Billboards & Facebook**
- **Improved college wide branding efforts**

# **Committee Goals 2017-2018**

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- **Continue to build upon the committee approved Public Relations/Marketing Plan**
- **Provide students with clear, concise and timely information to help them achieve their educational goals and inform the public of education opportunities at IVC**
- **Work to improve existing marketing efforts with appropriate fiscal resources and the establishment of a comprehensive Public Relations/Marketing Department**

# **2018-2019 Committee Goals**

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- **Act on the recommendations from the 2017/2018 Visioning Meetings**
- **Continue to recommend the establishment of a comprehensive Public Relations/ Marketing Department**



**Questions?**