

Imperial Valley College
Public Relations/Marketing Plan
2014-2017

Introduction

Public relations is a management function that involves the communication and interaction between an organization and its various stakeholders. It is a strategic process that aims to build and maintain a positive image for the organization, enhance its reputation, and foster a mutually beneficial relationship with its stakeholders. Public relations is a dynamic and evolving field that requires a deep understanding of the organization's mission, values, and goals, as well as the needs and expectations of its stakeholders. It is a critical component of an organization's overall marketing and communication strategy, and it plays a vital role in the success of the organization in a competitive marketplace.

as a management function, public relations also encompasses the following:

- x Anticipating, analyzing and interpreting public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.
- x Counseling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and

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4. Increase visibility, advocacy, and two-way dialogue with the community at large through all stakeholders.

Goals and Strategies

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IVC's 2014-2017 Public Relations goals and strategies are to:

Key Strategy:

Key Strategy

