

Bill with Elizabeth here, the first goal was to re-establish the marketing department on campus and with the lack of funding it was one person instead of a department. Bringing a PIO on campus is a major goal of moving toward re-establishing the department. The previous marketing department was dissolved due to lack of funding and now the campus and accreditation team identify the need of the marketing department. The department reorganizing with key capabilities is still needed on campus and what it looks like will be contingent upon funding and working with Dr. Garcia. This will need to go through the shared governance process.

Copies of the Marketing Plan was shared with the committee 2017-2018 to 2020-2021 so that the committee can gain a better understanding of what the committee's plan is.

Patty stated that new tasks were put forth through the regional marketing campaign and was geared toward career technical campaign. As a committee, we didn't necessarily have a hand in the marketing program.

Bill stated that we are a very unique area however there was vocal input from the committee.

Patty informed the committee that a website was developed for CTE programs as well as a photo library that is being developed of photos and videos of the different regional colleges. This will be a stockpile that can be shared through out our region. Additionally, there is an agricultural video based on Imperial Valley College programs and classes. Stated that there is a website redesign where all the regional pages will look similar to show that they are related. This past summer, Omar developed google analytics data from the college that is being sent through to the regional marketing department. Omar and Bill stated that there was some concern that people tend to go straight to our IVC website as opposed to regional websites. Patty added that there are more representatives serving on our regional marketing committees now. Patty concluded by saying that a continuing goal should be the involvement in the regional marketing department as this is a huge ongoing accomplishment.

Patty would like one of the goals be a proximity of flyers or campus events and departments.

Bill recommended that a goal be Elizabeth working with the rebranding of IVC which Dr. Garcia started last year with the "I am IVC."

Miriam made the recommendation of surveying students to see what methods of social media are utilized to see what would work best with the students.

Patty recommended working on the "remembering IVC" campaign. It was recommended that they begin moving forward with pushing it at the CMWF&F. "What's your IVC story" survey should be submitted.

Bill recommended that Elizabeth meet with the campus and strive toward creating a plan for the marketing committee with coming up with a plan to move forward with establishing goals.

There was a consensus with the committee to follow with the goals that are ongoing.