

APPENDIX I – Marketing Planning Committee Report

May 31, 2011

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The Marketing Subcommittee has reviewed the college's annual and comprehensive program reviews. The Annual Program Review is made up of budget requests made by individual departments in public relations areas encompassing community relations, hospitality for advisory committees, governmental relations, events, printing needs and advertising.

The Comprehensive Program Review includes a narrative of community relations and other outreach needs in the next three years. While the term "Marketing" has been used in the past to define what this committee's role is in the Program Review process, the committee applied a broader definition to its prioritization process—using the public relations definition as stated in the Communication Department's Comprehensive Program Review:

"Public relations is more than managing the flow of information between an organization and its publics. It is a communications discipline that engages and informs key audiences, builds important relationships and brings vital information back into an organization for analysis and action. It has real, measurable impact on the achievement of strategic organizational goals."

Indeed, the necessary give and take between the community at large as well as current students, alumni, and government officials is essential to the college's function as set forth by its Mission Statement:

"The mission of Imperial Valley College is to foster excellence in education that challenges students of every background to develop their intellect, character, and abilities; to assist students in achieving their educational and career goals; and to be responsive to the greater community."

The committee has found there is a disconnect between Accreditation Standards and the goals of the IVC Educational Master Plan as they pertain especially to community relations, governmental relations and crucial outreach work that is ongoing across the campus. It is strongly suggested that the EMP goals be linked in the future to Accreditation Standards, especially as they apply to governance as well as internal and external stakeholder communications.

It was felt that this disconnect helps feed misperceptions about organized and coordinated campus outreach, thus hampering its implementation. It is also recommended that the campus examine the Program Review's "Marketing" function over the next year and redefine it to reflect its true function as articulated in the Public Relations definition above.

Nothing in this evaluation should be construed as a call for total centralization of outreach efforts. However, our examination of Program Reviews indicates there could be better campus wide coordination of expenditures in this area.

COMPREHENSIVE PROGRAM REVIEWS

An analysis of all 2010-2011 Comprehensive Program Reviews showed a consistent thread that the state budget crisis is having a major impact upon student access in all programs. In the context of IVC's Public Relations programs, these issues will create potential controversies and misperceptions in the community that will need to be addressed by the campus community.

The chronic budget crisis may be having an impact upon public perceptions, as noted by the Communications Department Program Review. A comparison of community surveys taken in 2004 for Measure L and again in 2010 for Measure J shows an increase in "negatives" although there is extensive community goodwill expressed about the work of IVC and that was proven in the overwhelming voter approval of Measure J. But in the 2010 survey, 26 percent of the respondents said IVC was headed in the "wrong direction" compared to 17 percent in 2004. Those who rated IVC's fiscal management as "Poor" increased from 8 percent in 2004 to 14 percent in 2010. Additionally, 11 percent in 2010 felt IVC was doing a "Poor" job serving the community compared to 5 percent in 2004. While the timing of the 2010 survey came during a time of fiscal upheaval throughout the country, the negatives need to be monitored and continually evaluated.

Moving forward, these issues must be closely monitored and addressed, especially as they pertain to perceptions that residents from Mexicali are filling classroom seats that should go to local residents.

These issues will especially become critical in the event the college needs to seek voter approval for future construction bonds or parcel taxes.

A number of departments also articulated outreach efforts, potential community partnerships and community relations needs:

- THEATER ARTS noted that "creative, out of the box solutions should be explored" from partnerships with other nonprofits entities for funding of a performing arts center with instructional space.
- STUDENT SERVICES stated that the state budget crisis is consuming a major portion of ASG students' time in planning protests, disseminating information related to political initiatives impacting community colleges and organizing rallies. This effort has reduced resources available for social and recreational campus activities.

- OFFICE ADMINISTRATION has established an objective to develop an Office Administration Advisory Committee and meet at least twice a year to provide input for a quality program that meets industry needs.
- LEGAL ASSISTANT has established an objective to continue its work with the legal community through advisory committee meetings for a quality program that meets industry needs.
- EMS noted that passage of Measure J and relocation of the EMS programs to a facility that will meet standards for EMS programs is a positive influence on its operations and may help mitigate some of the budget crisis-caused issues.
- ASTRONOMY noted that outreach programs involving the Planetarium, coordinated by the Communications Department and the Foundation, can cause scheduling conflicts with the ATSR 100 classes.
- CALWORKS has established an objective to increase student awareness of its supportive services by Spring 2013.
- CIS established an objective to continue work with its community advisory committee to provide a quality program that meets industry needs in areas of PC hardware repair, programming, networking, multimedia and electronic commerce.
- ECONOMIC WORKFORCE DEVELOPMENT established an objective to have each Industrial Technology Department have a series of meetings with advisory committees and industry representatives by Spring 2013 in preparation of completion of the new Career Technical Building.
- CHEMISTRY has established goals of attracting more students to upper level chemistry courses and educating K-12 students and instructors, including establishment of "Science Night" grant funding to middle schools.

Annual Program Reviews

Attached are the spreadsheets from Annual Program Reviews as well as their relation to the Educational Master Plan.

The committee evaluated all areas of Hospitality, Advertising and others that it found to have a relationship with outreach efforts of Imperial Valley College.

The Marketing Planning Committee recommends that all of these requests be funded and that they are essential to the operation of the college.

Marketing Planning Committee Goals and Recommendations

#	Resource Plan Goal	EMP Goal	Due Date	Lead
1	Increase knowledge among IVC Stakeholders regarding programs and issues at Imperial Valley College through efficient use of resources	2.1-2.4, 3.2	Ongoing	Communications
2	Develop an entrepreneurial model for the Communications Department so that at least 15 percent of the Communications Department budget will be offset by reimbursement for services from outside agencies and other sources.	3.3, 3.5	2014	Communications
3	Video resources will be fully developed to provide online promotional capacity through establishment of a fully operating on-line TV station.	2.4, 3.3	2012	Communications
4	Continue transition from traditional media promotion to an all-technology-based approach with 90 percent of all outreach material being disseminated electronically.	3.3, 3.5	2013	Communications
5	Develop targeted approaches that will assist outreach for specific IVC programs dealing with dwindling enrollment, program eliminations or other budget-related issues	2.1, 2.2, 2.3	Ongoing	Communications
6	Transition "Reprographics" into a "Design and Print Services" department that focuses on high end print needs and reduce copying in reprographics by 50 percent through dissemination of copy machines throughout campus and increased use of technology.	3.5, 3.6, 3.7	2013	Communications, IT

Prioritized Marketing Recommendations

1	Costs for Ecourse schedule (Zmag), Catalog creation and distribution
2	Advertising of college programs online and in print
3	Hospitality costs for community meetings, advisory groups and events
4	Costs for outreach events such as fair, festivals, business showcase, open house
5	Print costs for brochures

Prio	Acct	Org Org Description	Justification	Budgeted (09-10)	Requesting	EMP
10	4480	101 Superintendent / President Office	Hospitality for President's Office	\$12,135.00	\$7,500.00	2.4, 3.1, 3.7, 3.6
10	4480	101 Superintendent / President Office	Staff BBQ, Emp of Month/Yr, Yrs of Svc	\$3,192.00	\$2,980.00	2.4, 3.1, 3.7, 3.6
0	4480	104 Public Relations/Marketing	Luncheon for First Step	\$500.00	\$1,600.00	1.1, 1.2, 2.3
8	4480	201 Vice Pres Academic Services Office	tenure reception	\$1,042.00	\$825.00	2.4 3.7
7	4480	205 SLO Department	for workshops in which faculty work on SLOs ID and assessment docs	\$1,500.00	\$1,184.00	3.7
0	4480	211 Arts and Letters	TO improve meetings attendance	\$0.00	\$0.00	N/A
6	4480	211 Arts and Letters	To improve meeting attendance	\$0.00	\$200.00	3.7
8	4480	271 Science, Math, Engineering	Ag advisory and community outreach events	\$278.00	\$884.00	1.7
6	4480	271 Science, Math, Engineering	Hospitality	\$139.00	\$0.00	N/A
8	4480	271 Science, Math, Engineering	Math Festival Refreshments	\$278.00	\$110.00	2.1, 2.2, 2.3
10	4480	334 Automotive Tech	Hospitality expense for fall and spring advisory committee meetings	\$160.00	\$160.00	1.7
10	4480	334 Automotive Tech	Subject to modification pending 11-12 funding and local plan	\$338.00	\$1,000.00	1.7
10	4480	338 Water Treatment Technology	Hospitality expense for meetings with industry	\$451.00	\$451.00	1.7
10	4480	339 Welding Technology	Hospitality expense for advisory committee meetings for fall and spring	\$200.00	\$186.00	1.7
10	4480	340 HVAC	Hospitality expense for advisory committee meetings	\$229.06	\$229.00	1.7
10	4480	342 Building Construction Technologies	Hospitality for advisory committee meetings	\$188.00	\$188.00	1.7
10	4480	343 Electrical Residential Technologies	Hospitality expense for advisory committees	\$529.00	\$529.00	1.7
10	4480	363 El Centro Center	Grant	\$1,381.00	\$1,381.00	1.7
10	4480	391 Workforce Development Center	Subject to modification pending 11-12 funding and local plan	\$0.00	\$600.00	1.7
10	4480	391 Workforce Development Center	Subject to modification pending 11-12 funding and local plan	\$1,944.78	\$2,000.00	1.7
10	4480	622 Administration of Justice	Subject to modification pending 11-12 funding and local plan	\$284.40	\$2,500.00	1.7
10	4480	625 POST	Subject to modification pending 11-12 funding and local plan	\$0.00	\$2,000.00	1.7
10	4480	671 Health and Public Safety	Mnimum of 3 Advisory Committee meetings and 3 nursing ceremonies/pinnings in 2011-201	\$278.00	\$600.00	1.7
10	4480	674 EMT	2 Days for National Registry and 1 Graduation ceremony per year	\$0.00	\$700.00	1.7
9	4480	681 General Athletics	Needed for banquets/awards night, hosting PCAC Meetings	\$1,934.00	\$1,507.00	2.4
Totals:				\$26,981.24	\$29,314.00	

Account: 5740, Description: Advertising Expense						
Prio	Acct	Org Description	Justification	Budgeted (09-10)	Requesting	EMP
1	5740	104 Public Relations/Marketing	Contingencies for course schedule	\$0.00	\$10,000.00	3.3
1	5740	104 Public Relations/Marketing	Misc. Adv.	\$43,602.44	\$5,000.00	1.2
8	5740	271 Science, Math, Engineering	Marketing program and events	\$200.00	\$0.00	2.3
10	5740	304 Region X	Marketing/promotional items	\$1,000.00	\$1,000.00	1.6, 1.7
10	5740	320 SB70 Career Tech Grant	Advertising for grant	\$0.00	\$5,200.00	1.6, 1.7
10	5740	340 HVAC	Subject to modification pending 11-12 funding and local plan	\$0.00	\$500.00	1.6, 1.7
10	5740	342 Building Construction Technologies	Expense for promoting program	\$125.00	\$125.00	1.6, 1.7
10	5740	342 Building Construction Technologies	Subject to modification pending 11-12 funding and local plan	\$0.00	\$1,000.00	1.6, 1.7
10	5740	363 El Centro Center	Grant	\$4,700.00	\$4,700.00	1.6, 1.7
10	5740	391 Workforce Development Center	Subject to modification pending 11-12 funding and local plan	\$7,114.42	\$8,000.00	1.6, 1.7
10	5740	622 Administration of Justice	Subject to modification pending 11-12 funding and local plan	\$0.00	\$2,000.00	1.6, 1.7
10	5740	909 Talent Search Program Staff	Advertising Expense	\$1,000.00	\$500.00	1.1, 1.2
10	5740	915 Student Health Fee	Print New Health Fee Brochures	\$835.00	\$1,200.00	3.1
Totals:				\$58,576.86	\$39,225.00	

Prio	Acct	Org Description	Justification	Budgeted (09-10)	Requesting	EMP
1	4401	104 Public Relations/Marketing	Graphic arts software updrade	\$2,537.51	\$1,500.00	3.3
8	4401	271 Science, Math, Engineering	Math Festival Supplies	\$972.00	\$780.00	2.1, 2.2, 2.3
1	4455	104 Public Relations/Marketing	Public Reports, Course Schedule substitution	\$9,724.00	\$3,000.00	3.3
1	4455	104 Public Relations/Marketing	Zmag, Catalgs, Blackboard	\$66,283.38	\$29,400.00	1.1, 1.2, 3.1., 3.3
8	4455	271 Science, Math, Engineering	Copying/Printing	\$139.00	\$0.00	N/A
1	5210	104 Public Relations/Marketing	SDICCCA PIO Meetings	\$0.00	\$1,500.00	3.3
1	5220	104 Public Relations/Marketing	NCMPR, CCLC	\$3,500.00	\$3,700.00	3.3
1	5630	104 Public Relations/Marketing	Fair, Showcase, Openhouse	\$3,000.00	\$1,500.00	3.6
Totals:				\$86,155.89	\$41,380.00	