

APPENDIX I – Marketing Planning Committee Report 2012

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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 the areas of public relations, governmental relations, events, and advertising.

With the disestablishment of the Communications Department, IVC's governance needs to reassess the organization of its community outreach efforts, which includes both marketing and public relations. A decision needs to be made whether this will be a strategically coordinated effort with centralized administration or a shotgun approach that is dictated just by needs of individual departments.

In August 2011, the Director of Media and Community Relations proposed that the Marketing Committee be eliminated and be replaced by an Institutional Communications and Outreach Committee. This concept was presented to the Executive Council and after deliberating, it was thought that the College Council would be the appropriate body to coordinate campus communications activities.

In November 2011, the Director of Media and Communications recommended to the College Council that it:

1. Serve as the campus champion for strategically coordinated communications programs (both internal and external)
2. Advise the President in establishment of annual or biannual communications themes (ie Empowerment, 50th Anniversaries, etc.)
3. Assist in issues management by being a resource to the President regarding identification of emerging internal and external issues that can be dealt with through communications
4. Advise on and help foster two-way internal communications processes

5. Help coordinate future campus Town Halls

6. Help develop and analyze data regarding communications and how it can be improved (ie Communications Surveys)

7. Review and advice recommended Social Media Policies and Procedures

8. Be the sounding board regarding campus “branding” matters, such as the logo and, to some extent, the mascot.

Action on that recommendation or other reorganization of the campus Marketing/Public Relations organization has been pending appointment of a new president and determination how the functions will be reassigned due to the elimination of the Director of Media and Communications position in the 2012-13 fiscal year.

Comprehensive Program Reviews

An analysis of all 2012 Comprehensive Program Reviews continues to show 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 2010-2011 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.

Annual Program Reviews

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 Subcommittee 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	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
3	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
4	Conduct IVC's triennial Valley wide visioning program to assess its connections with the community and develop insight into possibilities for future programs.	2.1-2.4, 3.2	2013	Communications, IT