

IMPERIAL VALLEY COLLEGE

Standing Rules of the Marketing Committee

Access to the Marketing Committee is available to all members of all constituencies

MEETINGS

At its first meeting of each academic year the Marketing Committee will set a time and place to meet agreeable to its members. The Committee will meet at least once a month. A schedule of the meetings will be provided on the website.

AGENDA

1. The Marketing Committee will generate its agenda from items submitted by any Committee member or any member of the campus community of Imperial Valley College.
2. The agenda will be prepared by the Chair and the Vice Chair of the Marketing Committee and distributed to the Committee members 24 hours in advance of the meeting.
3. In addition, copies of the agenda and minutes of previous meetings will be posted on the College website.

OPERATIONS

1. A quorum must be present to hold a meeting. For this Committee a quorum is 3 members.
2. Constituent groups may designate up to three alternates who may serve during a Marketing Committee meeting in the absence of the permanent member. The slate of alternates will be selected and presented to the Marketing Committee in advance for the duration of the school year.
3. Robert's Rules of Order will be used to conduct meetings.
4. Committee members will work to achieve consensus. If the Committee cannot achieve consensus, a vote following Robert's Rules of Order will be taken. Records of dissenting and minority opinion will be included in the final recommendation.

TERMS OF OFFICE

1. The Director of Media and Community Relations shall be the permanent Co-Chair of the committee.
2. A second Co-Chair of the Marketing Committee shall be elected for a two-year term by the Marketing Committee and be a member of Marketing Committee.

PROCEDURES

Since the Board of Trustees has established the Marketing Committee to ensure faculty, staff, students and administrators the right to participate effectively in college governance, the following procedures shall apply:

1. The Marketing Committee will allow for discussion and recommendations to be a shared process by representatives of all five constituent groups. In addition, visitors will be allowed to share their opinions, suggestions and ideas.
2. Copies of the minutes will be posted on the College website.
3. The views and opinions of the Marketing Committee will be expressed in written form to the College Council.
4. When the views and opinions by the members of the Marketing Committee are not accepted by the College President a written statement giving the rationale for not accepting the view and opinions will be communicated to the members of the Marketing Committee.
5. The Marketing Committee will serve as a center to share information and discuss marketing strategy, activities, projects, programs, and plans that have been developed or are being developed by the Communications Department, and reserve the right to express its views and opinions to the College President on any of the above. It is not within the purview of Marketing Committee to discuss or advise on personnel topics or student discipline.

REVIEW AND REVISION

These standing rules may be changed by a majority vote of the 5 Marketing Committee members.

PURPOSE

The IVC Marketing Committee is responsible for providing guidance and support for marketing initiatives and communication strategies that promote and enhance the mission of Imperial Valley College.

CHARGE

- To assist in creating the image of who and what Imperial Valley College is.
- To evaluate and coordinate the marketing plan with all constituencies.
- To recommend strategies to engage the community, creating awareness of Imperial Valley College's services.
- Help those we serve see the advantages of IVC being a member of the community.
- To assist enrollment efforts through marketing.
- To work with the Communications Department in conducting and analyzing research to identify target markets and strategies.

STRUCTURE

1. The following college constituencies retain all rights granted by law and/or regulations. The five groups represented in this shared governance structure are faculty, classified staff, classified managers/confidential, students, and administrators.
2. The permanent members of the Marketing Committee are:
 - Two faculty members appointed by Academic Senate: 1 representative/1 alternate
 - Two classified members appointed by CSEA: 1 representative/1 alternate
 - Two members of the CMCA appointed by CMCA: 1 representative/1 alternate
 - Two students at large appointed by ASG: 1 representative/1 alternate
 - Two administrators: appointed by the Administrative Council: 1 representative/1 alternate
 - The Director of Media and Community Relations shall be a permanent member.
- ❖ Terms for faculty, classified, classified managers/confidential, and administrators shall be for two years.
- ❖ Terms for student representatives shall be for one year.
3. A Co-Chair will be elected by the members of the Marketing Committee.
4. The Marketing Committee may create ad hoc committees as needed to address college wide issues and task forces to address specific (single item) issues.