

Enrollment Management, Outreach and Marketing Committee

Irvine Valley College

Room SSC 260 F / 2:00 – 5:00 p.m.

Thursday, September 10, 2009

- CALL TO ORDER

Committee chair Diane Oaks called the meeting to order at 2:05 p.m.

- COMMITTEE MEMBERS PRESENT

- Diane Oaks (Chair), Kori Gartner, Gwen Plano, Karima Feldhus, Susan Boettger, Helen Locke, Seth Hochwald, Anne Akers, John Davidson, Parisa Soltani, Sharon Olney, Keith Shackelford, Katherine Milostan Egus, David Gatewood, Gee Dickson
- Guest: Davit Khachatryan

- APPROVAL OF MINUTES

Minutes were e-mailed to committee members prior to the meeting and approved unanimously.

- DISCUSSION

1. Diane announced upcoming events and a calendar of major marketing support dates were distributed.
2. Helen Locke discussed Homecoming
3. Anne Akers gave an update on Senior Day collateral
4. Diane showed the new O C Life Magazine ad
5. Diane reported on the fall class schedule distribution
6. Diane reported on the webmaster position that was posted for hiring. and maybe by November or December we'll have someone on board
7. College Sign Work Group – Gwen Plano agreed to chair a group to review internal sign needs
8. IVC's 25th Anniversary – The committee reviewed promotional items
9. Mascot Work Group – Keith Shackelford agreed to chair this group working with the students and governance groups to develop a new mascot
10. Davit presented the Strategic Planning & Budget Development Timeline

- NEXT MEETING

The next meeting will be on Thursday, October 8, 2009 in SSC 260F, 2:00 – 5:00 p.m.