

**Victor Valley College Academic Senate – APPROVED Nov. 7, 2019**  
**Resolution: F19-02**  
**Marketing and Branding Resolution**

**Whereas**, the Academic Senate is the organization whose primary function is to make recommendations with respect to academic and professional matters (Title 5, §53200) and is primarily relied upon for curriculum and instruction development, grading policies, education program development, student preparation and success, degree and certificate requirements, and policies regarding faculty professional development, and shall reach mutual agreement on college governance structures, faculty roles and involvement in the accreditation process, processes for program review, and processes for institutional planning and budget development, and

**Whereas**, Victor Valley College serves its community and provides with fidelity programs and services to transition students to four year institutions, and

**Whereas**, VVC provides relevant and appropriate educational programs that ensure professional level skills and certifications that transition to regional living wage employment, and

**Whereas**, VVC has established itself as a beacon of support for students and a life-changing resource for high desert residents.

**Resolved**, the VVC Academic Senate supports an institutional goal of establishing a marketing and branding program and,

**Resolved**, the VVC Academic Senate will assume its supportive role in an established marketing and branding program.

Submitted by:

Harry L. Bennett Jr.

Action:

1st Reading of Academic Senate: 10/03/2019

2nd Reading of Academic Senate: 11/07/2019 - APPROVED

Presented to College Council: XXXX/ XX/ XXXX

Forwarded to Board of Trustees: XXXX/ XX/ XXXX