

Marketing & Outreach Operational Plan

Marketing & Outreach Plan (mapped to Strategic Plan Goals)

Fall 2020-Spring 2025

Mission: Our mission is to prepare students to succeed by providing quality instruction and services in an environment that supports and promotes success, diversity, inclusion, and equity with innovative programs and partnerships to facilitate student completion for degrees/certificates, transfer, workforce training, and/or career advancement.

Strategy	Orchestrators	Team	Planned Activities	Progress	Timeline
Goal 1: Support the Colleges Student Equity Plan to reach disproportionately impacted (DI) Latinx students					
1.1 Identify marketing and outreach activities that will help close the achievement gap in disproportionately impacted students	Chair, Diversity & International Ed Committee VP Instruction Chair of Chairs Public Information Officer Dean, Student Affairs Dean of Outreach and School Relations Outreach Coordinator	Marketing & Outreach Committee	Run Spanish language commercials on radio, tv and through social media platforms. Translate marketing materials into Spanish language. Keep virtual reality tour on website and advertise the fact that there is a Spanish language component to it. Identify cultural influencers as mentors within families and the community to reach potential students and retain existing students. Establish Spanish language tours for potential students.	Virtual reality tour has Spanish language feature. Spanish tours offered by outreach team.	Ongoing
Goal 2: Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community.					
2.1 Identify current and prospective partnerships with educational institutions, business and industry and our community.	Dean, Mathematics, Biological, Exercise & Physical Sciences Dean, Business, Technical Careers & Workforce Initiatives Dean, Public Safety Public Information Officer	Vocational Education Divisions Marketing & Outreach Committee College Foundation	Increase high school presence; increase activities in community through Chamber of Commerce memberships/participation, town councils, community organizations; increase advertising and branding activities (with available resources); participate on Financial Planning Advisory Panel and Fowler College of Business Advisory Board at San Diego State to strengthen partnership and align academic programs which support transfer students to the university. Participate on the Education Sub-Committee of the Poway Chamber of Commerce to support the workforce development needs of industry in the local community.	The College Outreach team routinely attends the Mira Mesa, Scripps Ranch and Rancho Bernardo annual street fairs. The Outreach team spends a significant amount of time on the campuses of Mira Mesa, Scripps Ranch, University City, and Serra High School promoting college programs. The Outreach team has a new tool in a virtual reality tour of the campus to share with kids. It can be found here: http://www.sdmiramar.edu/gateways/admission/#virtualtour . Business professor David Wilhelm regularly attends Poway Chamber of Commerce activities, and the College is an active member of the North County Chamber of Commerce. The PIO regularly attends the Mira Mesa Town Council to present updates on the College. An “all-encompassing” rack card has been developed and updated for the College. The College has reached out to invite businesses to use our facilities, but our prices have not been competitively set. Professor Wilhelm attends bi-annual SDSU Fowler College of Business advisory board meetings.	Ongoing