

Marketing & Outreach Meeting Agenda San Diego Miramar College

March 2, 2022 • Zoom • 1pm-2pm

<https://zoom.us/j/91995034675?pwd=YUJjSDF1cEJqN25iMFQvSGtMQktJUT09>

Meeting ID: 919 9503 4675

Passcode: kZ4L42

Members: Steve Quis, Sonny Nguyen, Jennifer Pena, Lisa E. Nunez (absent), Meilani Peleti (absent), Jordan Omens (absent), Mardi Parelman, Mary Hart (absent), Anh Nguyen (absent), David Wilhelm, Claudia Howell, Jon Kroop

Vacancies:

Alexyss Craig (absent), Omar Qargha (absent)

- A. Call to Order: 1:05pm
- B. Approval of Agenda and Minutes
- C. Committee Reports/Other
- D. Guests: Ana Hernandez

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	General Marketing Update: Quis reports. Mask signs are up around campus. Joan Mize's old position is currently accepting apps. Will close March 7, 2022. The district and Mesa College have elected not to assist PIO office with design help. We are getting a CTE-Strong Workforce ad campaign to market beginning April 1, 2022. Will be a digital campaign with Instagram, Tik Tok, Youtube and Facebook. 6 month campaign.	3 and 4	I and IV	Quis
2	Outreach Update: Sonny reports on re-engagement campaign. Project assistant Ana Hernandez reports the numbers and details of the campaign. This presentation will be made at the upcoming board meeting. Sonny talked about getting the committee to work on a "We want you back" campaign.	3 and 4	I and IV	Nguyen
3	ConC information update: Sonny discussed ConC email asking our committee to look at term limits. This committee approved a plan to stagger our membership after 2 years, so that the committee doesn't need to spend too much time bringing so many new members up to speed.	3 and 4	I and IV	Quis/Nguyen

F. Old Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1		3 and 4	I and IV	
2		3 and 4	I and IV	
3		1 and 2	II	

G. Announcements

H. Adjourn: 2:05pm

I. Next Scheduled Meeting: April 6, 2022. Location TBA

San Diego Miramar College Strategic Goals Fall 2020-Spring 2027

- 1) **Pathways** - Provide student-centered pathways that are responsive to change and focus on student learning, equity, and success.
- 2) **Engagement** - Enhance the college experience by providing student-centered programs, services, and activities that close achievement gaps, engage students, and remove barriers to their success.
- 3) **Organizational Health** - Strengthen Institutional Effectiveness through planning, outcomes assessment, and program review processes in efforts to enhance data-informed decision making.
- 4) **Relationship Cultivation** - Build and sustain a college culture that strengthens participatory governance, diversity, inclusion, and community partnerships.

**** ACCJC Accreditation Standards (Adopted June 2014): I. Mission, Academic Quality and Instructional Effectiveness, and Integrity. II. Student Learning Programs and Support Services. III. Resources. IV. Leadership and Governance.**

Marketing and Outreach Committee

(Includes Academic and Professional Matters)

Co-Chair: Public Information Officer (PIO)

Co-Chair: Associate Dean of Outreach

Committee Membership

Administrators (3)	Classified Professionals (4)	Faculty (6)	Students (3)
Associate Dean of Outreach	Public Information Officer	BTCWI Designee	Designee
Designee	Designee	Liberal Arts Designee	Designee
Designee	Designee	MBEPS Designee	Designee
	Designee	PRIELT Designee	
		Public Safety Designee	
		Student Services Designee	

Purpose/Charge

To develop, implement and evaluate a three-year marketing plan based on Program Reviews and major college, District, and State initiatives. Other areas to include but not limited to, enrollment management, support and implementation of events and activities, ensure centralized message for branding.

Committee Responsibilities

- Leads the development, implementation and evaluation of campus-wide marketing and outreach strategies.
 - Develop plans to target information dissemination to disproportionately impacted student groups to supporting strategic enrollment management.
 - Designs, implements, and facilitates, programs and projects affecting communications, outreach, and image of the College both on-campus and in the communities, it serves.
 - Review campus wide marketing and outreach needs for college dissemination to reduce duplication of efforts.
 - Collaborates with relevant committees, work groups and offices to develop outreach and marketing strategies as needed to support the implementation of major State initiatives.
 - Assists departments and programs with the development of public relations materials.
 - Provides input into Website design and style parameters that best reflect college image and website marketing needs.
 - Reports back to respective departments for relevant updates, engage colleagues for support/participation of related events and activities.
 - Provides input to District Marketing and Outreach Committee. Ensure consistency where possible for publications provided to the public.
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- Perform work and provide evidence to ensure the college meets applicable areas of Accreditation Standard III.

Committee Procedures and Consensus

- Membership term lengths: Unless membership is designated by position, there is a two (2) year appointment with an option for an additional two-year service, and the possibility of 1 additional term if the position remains available.
- Recommendations made to College Council; recommendations regarding Academic and Professional Matters made to Academic Senate.
- Authority to form taskforces and workgroups related directly to committee charge.
- Plans/Reports: Marketing Plan.
- Quorum: 50% +1 of membership.

- Committee Approval Process: Vote.

Meeting Frequency

The Committee will meet once per month during the academic year.