

Marketing & Outreach Meeting

Agenda San Diego Miramar College

November 2, 2022 • L-209 • 1pm-2pm

Members: Steve Quis, Sonny Nguyen (proxy Chantel), Jennifer Pena, Lisa E. Nunez, Jordan Omens, Dan Brislin, Mardi Parelman, Mary Hart, Anh Nguyen, David Wilhelm, Claudia Howell, Jon Kroop
Students: Danna Aguilar, Margaret Le

- A. **Call to Order: 1:07pm**
- B. **Approval of Agenda and Minutes**
- C. **Committee Reports/other**
- D. **Guests: None**

E. **New Business:**

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	Marketing Plan: Sonny discussed the purpose of this committee. Do we want to be a recommending body or operational body and what is the structure? There wasn't a consensus on what we would do moving forward. Claudia asked to include an operational chart into the plan. There is block grant money coming and we should put a plan in place to secure these marketing dollars. A realistic timeline discussed. A sub-committee (Lisa, Claudia, Sonny and Steve) was created to start working on the plan. The group decided to meet Nov. 10 for creation of draft plan. Omens made a pitch to include the Administration of Justice program. Claudia shared CTE marketing plan that was worked on. Adjunct faculty Daniel Roberts was hired to write the plan. Claudia asks for feedback from the college. This CTE plan may act as the skeleton for the campus wide marketing plan. Quis suggests building plan around "reengagement" where most of the available funds are now. Quis asks committee for what they want so he can price it to see what the "ask" will be. Kropp reported about a LinkedIn alumni marketing program that connected students with what companies they are being hired at.	3 and 4	I and IV	Quis & Sonny

2	Outreach update: Sonny reports that we need to look at the “hand off” outreach component. Outreach is finding a disconnect between students, high school counselors and the college. Sonny says they are looking into the next steps about how to retain students and connect with them, especially in person. His office hopes to be more visible come the spring.	3 and 4	I and IV	Chantal/ Sonny
3		3 and 4	I and IV	

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:

I. Next Scheduled Meeting: November 9, 2022. Location L-209

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.

- 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.