

# Marketing & Outreach Meeting Agenda San Diego Miramar College

December 7, 2022 • L-209 • 1pm-2pm

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

- A. **Call to Order: 1:05pm**
- B. **Approval of Agenda and Minutes**
- C. **Committee Reports/other**
- D. **Guests: None**

E. **New Business:**

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	<b>Marketing Plan:</b> The committee reviewed changes for the upcoming Marketing & Outreach plan. The group had recently received a draft 1.0 copy. Some committee members asked for more time to review. A general budget and prioritization of that budget was requested for the next draft. <b>Wilhelm</b> showed the above line budget and below line budget that he created. <b>Wilhelm</b> wanted to add a purpose and scope of the committee and he made those changes to the draft 1.0 edition. There was a discussion about who would be responsible for tracking the metrics of each campaign. There was a discussion about how we communicate with the district about how they impact our college by taking our resources off the top. We have decided to continue to make changes and have a target of the February 1, 2023 marketing meeting to vote on this plan. <b>Parelman</b> voices concerns for the SEO associated with the college's website. There was a discussion about the website.	3 and 4	I and IV	Quis & Sonny
2	<b>Outreach update:</b> <b>Sonny</b> reports on fine tuning events with areas like CTE to promote the college in a more intimate setting. He asked, "how to do we get more faculty involved."	3 and 4	I and IV	Chantal/Sonny

3	<b>Tri-Folder brochure:</b> There was a discussion about re-doing the campus tri-fold brochure. The committee will look over the current brochure and recommend changes at the next meeting in February. Discussion was led by <b>Sonny</b> . A discussion of conveying community is how we are approaching perhaps changing the feel of the brochure.	3 and 4	I and IV	Sonny/Quis

**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: none**

**H. Adjourn: 2:00pm**

**I. Next Scheduled Meeting: February 1, 2023. 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.
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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.