

## Marketing & Outreach Meeting Agenda San Diego Miramar College

February 1, 2023 • L-209 • 1pm-2pm

**Members:** Steve Quis, Sonny Nguyen, Jennifer Pena (proxy Chantal), Lisa E. Munoz, 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: 1:03pm
- B. Approval of Agenda and Minutes
- C. Committee Reports/other
- D. Guests: None

**E. New Business:**

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	<b>Discover Events/college awareness: Howell</b> reports that the Discover Your Drive outreach event is set Feb. 9 and encompasses Auto, Aviation and Diesel programs. The Discover Your Passion event is Feb. 13 and encompasses business, paralegal and child development programs. Regional marketing funds will be used. It is expected that over 300 San Diego Unified High School students will attend the event, which will be held for the first time since the pandemic started. <b>Wilhelm</b> discussed his football game he will play with the students to showcase his business program. Signing Day has been moved to April and will now be a separate event.	3 and 4	I and IV	Howell & Sonny
2	<b>Early registration promotions/communications: Chantal</b> presents a flyer for students to make them aware of earlier registration dates than we have had in the past. The committee will explore ways to promote early registration dates. Those dates are yet to be finalized by the district. <b>Quis</b> offers to do a social media campaign to promote dates and use marquees. <b>Omens</b> suggests reaching out to department chairs. <b>Wilhelm</b> suggests using digital ticker.	3 and 4	I and IV	Chantal/Sonny
3	<b>Tri-Folder brochure: Sonny</b> showed off a new design for a Tri-fold brochure <b>and</b> asked for feedback from the committee. Feedback was given.	3 and 4	I and IV	Sonny/Quis

4	<b>Approve Marketing &amp; Outreach plan:</b> It was decided to continue to make changes and table a vote of approval to the next meeting in March. CTE plan will be removed and we will look to link each recommendation to campus goals.	3 and 4	I and IV	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: March 1, 2023. Location N-201**

---

**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.