**Marketing and Outreach Meeting Minutes**

**San Diego Miramar College**

**September 6, 2023 ● L-209 ● 1 pm – 2 pm**

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**Members:** Steve Quis, Sonny Nguyen, Chantal Hernandez, Mona Patel (**absent**), Vincent Ngo (**absent**), Arnice Neff, Kim La Rue, David Wilhelm, Rex Heftmann, Mardi Parelman, Jordan Omens (**absent**).

**Vacancies:**PRIELT Designee, Student Services Designee, Students: xxxx, xxxx, xxxx

**Guests:**Lisa E. Munoz, Saribel Morales-Rivera

1. **Call to Order**
2. **Approval of Agenda and Minutes**
3. **Committee Reports/ Other**
4. **New Business:**

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| **#** | **Item** |
| **1** | Review committee charge:  **Quis** Calls for review of Committee. In need of PRIELT Designee, Student Services Designee, and 3 student designees. **Nguyen** Calls for an edit to our College Governance Handbook Marketing and Outreach Committee. Edit “Associate Dean of Outreach” to “Dean of Enrollment Services” as role of Associate Dean of Outreach no longer exists. **All in favor.** **All** Discuss priorities of the Committee and order of operations. **Nguyen** Asks how we want to take charge in this committee. **All** Ask for committee’s voices to be heard when District asks for funds from our grants for promotional campaigns, asking for transparency. **Quis** Calls for action and will bring this up to President Lundburg during their next meeting. |
| **2** | Update on submitted Marketing and Outreach Plan  **Quis** Original Block Grant budget cut from 1M to 500,000 to finally $200,000. $34,000 spent on HS Football. Will now begin working on Digital Marketing. Moving from Strong Workforce hook to Transfer and first-time college students. |
| **3** | CRM Update  **Nguyen** Discuss the piloting our new CRM, Element451. Asks for Feedback on our [Landing Page](https://sdmiramar-6470.page451.sites.451.io/). **All** Provide feedback of what information should be on this page via email by Monday, September 11 to [smoralesrivera@sdccd.edu](mailto:smoralesrivera@sdccd.edu) . Examples of other institutions’ Landing Pages:  [Trinity DC](https://urldefense.com/v3/__https:/info.trinitydc.edu/__;!!PwqFijg!uxkShsrlhvQXrB-Q2w6DHcLHzKlxZt2eyPr_zMkokGEZ-G81nqFZJ7wRROm0F81H6L7UXQLaLFxHIfqlGvTlLhmY6IYVa3DM$) [Wake Tech](https://urldefense.com/v3/__https:/info.waketech.edu/__;!!PwqFijg!uxkShsrlhvQXrB-Q2w6DHcLHzKlxZt2eyPr_zMkokGEZ-G81nqFZJ7wRROm0F81H6L7UXQLaLFxHIfqlGvTlLhmY6MvTZEhA$)  [Appalachian Bible College](https://urldefense.com/v3/__https:/info.abc.edu/__;!!PwqFijg!uxkShsrlhvQXrB-Q2w6DHcLHzKlxZt2eyPr_zMkokGEZ-G81nqFZJ7wRROm0F81H6L7UXQLaLFxHIfqlGvTlLhmY6IYTSvnj$) [Northeaster Oklohoma A&M](https://urldefense.com/v3/__https:/info.neo.edu/__;!!PwqFijg!uxkShsrlhvQXrB-Q2w6DHcLHzKlxZt2eyPr_zMkokGEZ-G81nqFZJ7wRROm0F81H6L7UXQLaLFxHIfqlGvTlLhmY6CaQXLbN$) |

1. **Old Business:**

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| **#** | **Item** |
| **1** |  |
| **2** |  |
| **3** |  |

1. **Announcements**
2. **Adjourned**
3. **Next Scheduled Meeting**

* **October 4, 2023. 1 pm. Location L-209**