

**Marketing & Outreach Meeting
Agenda San Diego Miramar
College**

April 3, 2024 • L-209 • 1pm-2pm

Members: Steve Quis, Sonny Nguyen, Jennifer Pena (proxy Chantal), Lisa E. Munoz, Randy Claros, Jordan Omens, Vincent Ngo, Rex Heftman,

Mardi Parelman, Angel Boyd, David Wilhelm, Mona Patel, Arnie Neff, Kim LaRue

1. Students: Seojin Park, Brian Hall, Joonseo Lee

A. Call to Order:

B. Approval of Agenda and Minutes

C. Committee Reports/other

D. Guests:

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	Introducing Chase Isadoro	3 and 4	I and IV	Quis
2	Spending last of the marketing dollars for fiscal year '23'24	3 and 4	I and IV	Quis
3	CRM Update	3 and 4	I and IV	Quis

4		3 and 4	I and IV	
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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: May 1, 2024. 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.