

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

September 4, 2024 • L-209 • 1pm-2pm

Members: Sonny Nguyen, Cheryl Barnard, Vincent Ngo, Steve Quis, Lynne Campbell, Arni Neff, Kim LaRue, John Fusco, Rex Heftmann, Jason Thoma, Randy Claros, Jordan Omens, Angel Boyd

1. Students: Seojin Park, Victoria Miller, 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	Revisit the charge of committee and goals: Quis read the committees goal and charges for 2024-2025.	3 and 4	I and IV	Quis
2	Channing Booth request. Booth addressed the committee looking for ways to promote his audio program. There was good feedback from the committee. Wilhelm invited Booth to his office to see his marketing efforts on behalf on the business program. Claros suggested that Booth reach out to the feeder schools to see how their CTE programs align with our Audio program.	3 and 4	I and IV	Quis
3	Financial Aid request: Ngo updated the committee on the new FASA issues going on within the Department of Education and how his staff is dealing with them. There may be some money available to PIO office to film spots to help Financial Aid get the word out on applying early for FASA.	3 and 4	I and IV	Ngo

4	<p>CRM Update & Marketing Update: Sonny updated the committee on the CRM roll out. The College is in the process of hiring a projects manager to run the CRM project. This position will be based on grant money and the position will not be institutionalized when grant runs out. Quis talked about how Dan Roberts, of CTE, ran his organic fall enrollment campaign through the CRM as its landing page. No numbers were provided of how many click throughs the campaign received.</p> <p>Quis provided marketing update. There were 2 summer campaigns for enrollment. Miramar College is currently at 107% to fall FTES enrollment targets. One campaign was for transfer students while the second featured CTE Auto and Diesel programs. The college has reupped with KUSI and their PPR program. Through a sponsorship snafu, the college received make goods spots in one NFL game and 2 college games (Penn State at West Virginia/Texas at Michigan on Fox). The PIO office has hired Chase Isadoro as videographer. He is available to shoot videos Tues-Thursday. He is a NANCE that is allowed only 24 hours a week. College has started a new Tik Tok social media platform. Most videos are garnering 600 views. New “Weekly What’s Happening” video, designed to run on Canvas Shells is off to rough start with host not grasping concept of the project.</p>	3 and 4	I and IV	Sonny
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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: none

H. Adjourn: 1:51pm

I. Next Scheduled Meeting: Oct. 2, 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.**