

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

Dec. 4, 2024 • L-209 • 1pm-2pm

Members: Sonny Nguyen, Cheryl Barnard (absent), Vincent Ngo, Steve Quis, Lynne Campbell, Arni Neff, Kim LaRue, John Fusco, Rex Heftmann, Jason Thoma, Brittany Etheridge (absent), Jordan Omens, Angel Boyd

1. Students: Seojin Park, Victoria Miller, Joonseo Lee, Ava Mackey

- 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	CRM Project Manager Hire: Sonny reports that Dan Roberts, longtime adjunct faculty in Business, has accepted the position of CRM project manager. He begins this month. He will report to Dean of BTWCI Claudia Estrada-Howell.	3 and 4	I and IV	Sonny
2	Marketing Update: Quis reports that mySDCCD has been down districtwide as we get into the main spring enrollment period.	3 and 4	I and IV	Quis
3	ThankView Zoom presentation: The committee listened to a presentation on ThankView CRM service for thanking donors and those who receive financial aid. The committee had discussion if this is a viable product. Vincent Ngo asked for feedback as he is he is looking for a platform financial aid recipients.	3 and 4	I and IV	Ngo

4	Committee member change: Quis reports that Randy Claros has voluntarily left the committee and is being replaced by Brittany Etheridge.	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: 1:53pm

I. Next Scheduled Meeting: Feb. 5, 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.