

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

Feb. 5, 2024 • L-209 • 1pm-2pm

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

1. Students: Seojin Park (absent), Victoria Miller (absent), Joonseo Lee (absent), 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	<b>CRM Presentation by Dan Roberts:</b> Roberts showed his 5-phase plan for implementation of the new collegewide CRM. Emphasis will be on retention that adopts an SEO strategy. This plan came out of the college’s CTE marketing plan. Plan will take 18-months to implement.	3 and 4	I and IV	Sonny
2	<b>DL Update: Quis</b> reported that access to the email distribution lists (DL) for the college will need to go through an approval process. The district is aiming for a 2-phased approach, with phase 1, coming March 1. That phase will identify DL approvers per campus. Those wishing to send out a DL email will need to go through an approver. The list of approvers is still being discussed. Phase 2, will be launched by the end of the fiscal year and will incorporate Microsoft teams.	3 and 4	I and IV	Quis
3		3 and 4	I and IV	

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: March 5, 2024. Location L-209**

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**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.