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

# March 5, 2024 ● K1-Welcome Center Community Room ● 1pm-2pm



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

1. Students: Seojin Park, Victoria Miller, Joonseo Lee, Ava Mackey
2. **Call to Order:**
3. **Approval of Agenda and Minutes**
4. **Committee Reports/other**
5. **Guests: Olivia Picolla**
6. **New Business:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Item** | **Strategic Goal\*** | **Accreditation Standard\*\*** | **Initiator** |
| 1 | **Miramar College Viewbook** | 3 and 4 | I and IV | Picolla |
| 2 | **Dual Enrollment Marketing Presentation** | 3 and 4 | I and IV | Claros & Cain |
| 3 | **Regional CTE Student Data** | 3 and 4 | I and IV | Sonny |
| 4 |  | 3 and 4 | I and IV |  |

1. **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 |  |

1. **Announcements**
2. **Adjourn:**
3. **Next Scheduled Meeting: March 5, 2024. Location TBA**



**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.**