

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

May 7, 2024 • K1-Welcome Center Community  
Room • 1pm-2pm

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

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

- A. Call to Order:
- B. Approval of Agenda and Minutes
- C. Committee Reports/other
- D. Guests: Olivia Picolla

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	New Member: Martha Jimenez replaces Arni Neff	3 and 4	I and IV	Quis
2	Dual Enrollment Marketing Presentation	3 and 4	I and IV	Sonny & Quis
3	Summer Fall Campaigns	3 and 4	I and IV	Quis
4		3 and 4	I and IV	

**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: September 3, 2024. Location TBA**

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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.