

# Marketing & Outreach Meeting Minutes

## San Diego Miramar College

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

**Members Present:** Sonny Nguyen, Lynne Campbell, Kim LaRue, John Fusco, Jason Thoma, Brittany Ehteridge, Jordan Omens

**Absent:** Cheryl Barnard, Vincent Ngo, Steve Quis, Arni Neff, Rex Heftmann, Angel Boyd

1. Students: Ava Mackey, Anchal Verma



**A. Call to Order:** 1:03pm




**B. Approval of Agenda and Minutes** – Jordan Omens and Lynne Campbell

**C. Committee Reports/other**

**D. Guests:** Olivia Picolla, Chantal Hernandez, Randy Claros, Dan Roberts, Temmy Najimy, Matt Cain

**E. New Business:**

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	<p><b>Miramar College Viewbook</b> - Olivia Picolla presented information regarding viewbook. A key marketing material to showcase programs and opportunities. The outreach team will lead this initiative with support from the marketing committee. The viewbook will be posted on the website and shared on social media. Options for a printed or condensed version with ACP highlights and student testimonials. Personalized for Miramar College, with inspiration from other institutions. Target audience: current and prospective students, community members, and parents. Matrix data is available; a tracking method needs to be determined. Olivia is seeking volunteers for the workgroup, and the team is ready to begin the project. Viewbook Example: <a href="#">MESA ViewBook 021524</a></p> <div></div> <p>3fold_Proposal_MiramarViewbook_202!    Miramar Content Template.docx</p>	3 and 4	I and IV	Picolla

2	<b>Dual Enrollment Marketing Presentation - Matt Cain and Randy Claros</b> shared insights on the Dual Enrollment Marketing Plan and student engagement strategies. Dual Enrollment Marketing presentation covered strategies to increase awareness and participation. Shared insights on enrollment trends and student engagement. Leadership Breakfast- April 23, 2025 DuE Strategic Plan Presentation Spring 2025:  DuE Strategic Plan Presentation Spring <a href="https://www.canva.com/design/DAGfnlwYFSU/1csHurQ8Ex0BspBgJc8c4w/edit?utm_content=DAGfnlwYFSU&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton">https://www.canva.com/design/DAGfnlwYFSU/1csHurQ8Ex0BspBgJc8c4w/edit?utm_content=DAGfnlwYFSU&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton</a>	3 and 4	I and IV	Claros & Cain
3	<b>Regional CTE Student Data</b>   Copy of Options after HS 2024 - Dear Dean's Council Options after HS 2024 - Dean's Council	3 and 4	I and IV	Sonny
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:** 2:00pm

**I. Next Scheduled Meeting:** May 7, 2025

**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.