

Marketing & Outreach Meeting
Agenda San Diego Miramar
College

May 7, 2025 • 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: 1:04pm
- 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 and is properly introduced to the committee. Martha joins us from Evaluations and will represent the Classified Professionals staff. | 3 and 4 | I and IV | Quis |
| 2 | Marketing Plan Revision: The committee has decided to rescind the current Marketing and Outreach Plan, approved during 2021, and update it as needed in the fall. The committee will fine tune the plan and resubmit to PIEC for approval by constituent groups. | 3 and 4 | I and IV | Sonny & Quis |
| 3 | Summer Fall Campaigns: Quis reports that there are 3 campaigns currently going or about to launch. Financial Aid has launched a May 2025 campaign that will geofence are feeder schools to remind students to register for FAFSA. A summer CTE campaign will help drive enrollment and Outreach will launch a fall campaign for dual enrollment. | 3 and 4 | I and IV | Quis |

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|---|---|---------|----------|--|
| 4 | Committee Needs: Committee needs were discussed for the upcoming year. | 3 and 4 | I and IV | |
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F. Old Business:

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|---|------|-----------------|--------------------------|-----------|
| 1 | | 3 and 4 | I and IV | |
| 2 | | 3 and 4 | I and IV | |
| 3 | | 1 and 2 | II | |

G. Announcements: None

H. Adjourn: 1:52pm

I. Next Scheduled Meeting: September 3, 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.