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

# October 1, 2025 ● Welcome Center ● 1pm-2pm



**Members:** Sonny Nguyen (proxy Chantal Hernandez), Cheryl Barnard, Vincent Ngo, Steve Quis, Lynne Campbell, Evan Smith, Kim LaRue, John Fusco, Jason Thoma, Lucy Gates, Martha Jimenez, Dan Roberts, Jordan Omens

1. Students: Gabriela Soto Garibay,
2. **Call to Order:**
3. **Approval of Agenda and Minutes**
4. **Committee Reports/other**
5. **Guests:**
6. **New Business:**

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| --- | --- | --- | --- | --- |
| **#** | **Item** | **Strategic Goal\*** | **Accreditation Standard\*\*** | **Initiator** |
| 1 | **CRM Update** | 3 and 4 | I and IV | Dan Roberts |
| 2 | **2025-2031 Marketing & Outreach Plan for Miramar College** | 3 and 4 | I and IV | Quis |
| 3 |  | 3 and 4 | I and IV |  |
| 4 |  | 3 and 4 | I and IV |  |

1. **Old Business:**

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| --- | --- | --- | --- | --- |
| **#** | **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: November 5, 2025. Location: Welcome Center**



**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.**