

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

September 3, 2025 • Welcome Center • 1pm-2pm

Members: Sonny Nguyen, Cheryl Barnard (absent), Vincent Ngo (absent), Steve Quis, Lynne Campbell (absent), Evan Smith, Kim LaRue, John Fusco, Lucy Gates, Anne Gloag, Martha Jimenez, Dan Roberts, Chantal Hernandez.

1. Students: None yet assigned

- A. Call to Order: 1:00pm
- B. Approval of Agenda and Minutes
- C. Committee Reports/other
- D. Guests:

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	Revisit the charge of committee and goals: Quis read the charge of the committee. The committee voted (9-0) to review and make it a priority to finalize the 2025-2031 Miramar College Marketing and Outreach Plan by end of the semester. This plan will then go to campus stakeholders. Quis will send out plan shortly. He is waiting to get final committee assignments for the semester.	3 and 4	I and IV	Quis
2	General update on CRM, Viewbook, ad campaigns: Roberts updated committee on roll out of the CRM. Chantal said that she is spearheading content development meetings and a team to bring a Miramar College viewpoint to life. Quis talked about summer campaigns, new DL approval process, and new campus maps.	3 and 4	I and IV	Quis/Sonny/ Dan

3		3 and 4	I and IV	
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: None

H. Adjourn: 1:57pm

I. Next Scheduled Meeting: Oct. 1, 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.