**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 (absent), Steve Quis, Lynne Campbell, Evan Smith, Kim LaRue, John Fusco, Lucy Gates, Martha Jimenez (absent), Dan Roberts, Jordan Omens

1. Students: Gabriela Soto Garibay (absent), Evelyn Shumaker
2. **Call to Order: 1:03pm**
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: Roberts** details 18-month journey of the CRM coming to life at Miramar College. We are in month 10 of an 18-month process. This is phase. **Roberts** is working with 11 different departments on campaign. He is open to working with more. In one campaign, it was shown that CRM’s ROI saved the college $74,000.00. There will be training sessions for those interested in using the CRM this upcoming November.  | 3 and 4 | I and IV | Dan Roberts |
| 2 | **2025-2031 Marketing & Outreach Plan for Miramar College: Quis** reports that he sent out a copy of the last plan that was approved by the committee back in 2023. He invites everyone to make changes to the plan for the future. **Quis** will send out a word doc of the plan for everyone to make their edits. | 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: None**
2. **Adjourn: 1:37**
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.**