

Marketing & Outreach Meeting

Agenda San Diego Miramar College

Nov. 5, 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, Lucy Gates, Martha Jimenez, Dan Roberts, Jordan Omens, David Castaneda (absent)

1. Students: Evelyn Shoemaker, Liana Wong (absent), Ann Le (absent)

- A. Call to Order: 1:05pm
- B. Approval of Agenda and Minutes
- C. Committee Reports/other
- D. Guests:

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	Bond Communications Position Update- Quis reports that Miramar College will accept the fulltime position of Bond Communications Coordinator. That position will report to the PIO. Recruitment for the position will begin in December 2025. Please have those interested apply.	3 and 4	I and IV	Quis
2	2025-2031 Marketing & Outreach Plan for Miramar College: The committee voted 9-0 to approve plan put forth before the committee. Quis will take the plan to constituent groups for approval.	3 and 4	I and IV	Quis
3	Viewbook: Hernandez gave an update on the Miramar College Viewbook which is in its development stage during the current fall semester. The committee putting together this Viewbook is in the content stage.	3 and 4	I and IV	Hernandez
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: 1:46

I. Next Scheduled Meeting: December 3, 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.