

# Marketing & Outreach Meeting Agenda San Diego Miramar College

Dec. 3, 2025 • Welcome Center • 1pm-2pm

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

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

- A. **Call to Order: 1:10pm**
- B. **Approval of Agenda and Minutes**
- C. **Committee Reports/other**
- D. **Guests:**

**E. New Business:**

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	<b>Bond Communications Position Update-</b> Quis reports the deadline for folks to join the hiring committee for this position was Dec. 1. As of now, Kim LaRue, Quis and Carlos are on the committee. <b>Quis</b> is looking for a volunteer to be EEO rep for the committee if anyone is interested.	3 and 4	I and IV	Quis
2	<b>2025-2031 Marketing &amp; Outreach Plan for Miramar College:</b> Quis reports that the “plan” has been taken to classified, ASG, and Academic senates for approval. Only Classified senate has approved as of this meeting. He hopes to hear the others shortly. Once approved by the 3 groups, the “plan with go to College Council for final approval.	3 and 4	I and IV	Quis
3	<b>Multimedia Specialist Position:</b> Quis reports that the Chancellor has approved the framework for adding a Multimedia Special to the PIO Office. This will make Miramar more equitable with PIO Office staffing at the other 3 SDCCD Colleges. Position would start July 1, 2026. Must go to SDCCD Board for approval.	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: 1:25**

**I. Next Scheduled Meeting: February 4, 2026. 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.