Marketing & Outreach Meeting
Agenda San Diego Miramar College

March 4, 2026 ● Welcome Center ● 1pm-2pm

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

1. Students: Evelyn Shoemaker, Liana Wong, Ann Le

A. Call to Order: 1:06pm
B. Approval of Agenda and Minutes
C. Committee Reports/other
D. Guests: None

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	**Bond Communications Position Update: Quis** reports 24 apps in. In process of being scored. Will tally hopefully by the end of the month and schedule interviews for April. Three people Quis recruited applied at wrong college. HR would not move those apps over.	3 and 4	I and IV	Quis
2	**2025-2031 Marketing & Outreach Plan for Miramar College: Quis** reports that ASG has approved our plan. Just waiting on Academic Senate to approve and then we can send to Daniel and CEC. **Roberts** reports that CRM early training rounds will begin in June.	3 and 4	I and IV	Quis
3	**Social Media/Branding: Quis** reports that he has compiled a list of the accounts. Thanks everyone for sending them over. However, he wants to hold off on this until we get guidance on new ADA laws coming into place. We received training on what to do and we need to get a policy in place before moving on.	3 and 4	I and IV	Quis
4	**FAFSA Deadline: Ngo** reports that they did campaign for FAFSA awareness. Deadline has since pasted.	3 and 4	I and IV	Ngo

F. Old Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	**Spring Break No Meeting in April**	3 and 4	I and IV	
2	**Viewbook Update** Chantel shows mockup	3 and 4	I and IV	
3		1 and 2	II	

G. Announcements:

H. Adjourn:

I. Next Scheduled Meeting: May 6, 2026. Location: Welcome Center

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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.**