

**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:
- 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>                         | 3 and 4         | I and IV                 | Quis      |
| 2 | <b>2025-2031 Marketing &amp; Outreach Plan for Miramar College:</b> | 3 and 4         | I and IV                 | Quis      |
| 3 | <b>Social Media/Branding:</b>                                       | 3 and 4         | I and IV                 | Quis      |
| 4 | <b>FAFSA Deadline</b>                                               | 3 and 4         | I and IV                 | Ngo       |

**F. Old Business:**

| # | Item                                    | Strategic Goal* | Accreditation Standard** | Initiator |
|---|-----------------------------------------|-----------------|--------------------------|-----------|
| 1 | <b>Spring Break No Meeting in April</b> | 3 and 4         | I and IV                 |           |
| 2 |                                         | 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.