

**Marketing & Outreach Meeting
Agenda San Diego Miramar
College**

May 6, 2026 • Welcome Center • 1pm-2pm

Members: Sonny Nguyen, 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: None

E. New Business:

#	Item	Strategic Goal*	Accreditation Standard**	Initiator
1	CRM Update:	3 and 4	I and IV	Roberts
2	2025-2031 Marketing & Outreach Plan for Miramar College: Quis	3 and 4	I and IV	Quis
3	Social Media/Branding: Quis	3 and 4	I and IV	Quis
4	FAFSA Deadline: Ngo	3 and 4	I and IV	Ngo

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:

H. Adjourn:

I. Next Scheduled Meeting: September 2, 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.