

# Marketing & Outreach Meeting Agenda San Diego Miramar College

April 1, 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: 1:05pm
- B. Approval of Agenda and Minutes
- C. Committee Reports/other
- D. Guests: None

E. New Business:

| # | Item                                                                                                                                                                                             | Strategic Goal* | Accreditation Standard** | Initiator |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------|-----------|
| 1 | <b>CRM Update: Roberts</b> discusses that trainings will take place for various stakeholders over the fall 2026 semester.                                                                        | 3 and 4         | I and IV                 | Roberts   |
| 2 | <b>2025-2031 Marketing &amp; Outreach Plan for Miramar College: Quis</b> has presented to academic senate and college council as an information item. He will submit to PRIE office in the fall. | 3 and 4         | I and IV                 | Quis      |
| 3 | <b>Social Media/Branding:</b> Quis is looking into various campus hastags. We look into creating a social media policy.                                                                          | 3 and 4         | I and IV                 | Quis      |
| 4 | <b>FAFSA Deadline:</b> Ngo reports that he will add to his staff by the start of fall.                                                                                                           | 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: 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.