

MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, September 1, 2010

1 - 2 p.m., T-100 Conference Room

1. Chair's Report

- A. Committee representatives/reports to Senates
- B. Confirm membership, regular meeting time/days/location
- C. District Marketing & Outreach Committee Report

2. Outreach:

- A. Street Fairs

Sunday, September 19, 2010, **Poway Days Festival**

Saturday, September 25, 2010, **Mira Mesa Street Fair**

Saturday, October 2, 2010, **RB Fall Festival at 4S Ranch (cancelled)**

Sunday, December 5, 2010, **Carmel Mountain Ranch Holiday Festival**

Sunday, June 5, 2011, **RB Alive Street Fair and EXPO**

Anticipate the following

MCAS Air Show, October 2010

Poway Fall Festival, November 2010

Martin Luther King Jr. Parade, January 2011

SD North Chamber Business EXPO, spring 2011

Poway Chamber Business EXPO, spring 2011

SD Science Alliance High tech Fair, spring 2011

Poway Spring Festival, April 2011

Rancho Penasquitos Street Fair, April 2011

Philippine Expo, June 2011

- B. Parades

MLK Jr. Downtown Parade, Saturday, January 15, 2011

July 4 Parade 2011

- C. Outreach Report (Nguyen)

3. Publications/Website

4. Campus Signage

5. Marketing Priorities & Activities

- College Goals
- Marketing & Outreach Proposals
- 2010-2011 Marketing & Outreach Priorities/Plan
- New instructional programs, new class sections

6. Major 2010-2011 Events

- Special Event Procedures
- Evening with the Experts
- Construction Update
 - LLRC Topping Off (September 2010)
 - Infrastructure/Quad Grand Opening (spring 2011)
 - Classroom Buildings Grand Opening (spring 2011)
 - Auto Tech Open House (spring 2011)

7. 2010-2011 Marketing & Outreach Committee Membership &

- **Co-Chair Election**

- DRAFT membership

Sandi Trevisan, Co-Chair, PIO, classified

Sadayosh Okumoto, faculty/science

Joseph Hankinson, classified, job placement

Joan Thompson, faculty/EOPS/Counseling

Greg Newhouse, manager/ATT

Sonny Nguyen, classified/outreach

Adela Jacobson, manager/student affairs

Joyce Allen, classified/instruction

Carmen Martinez, classified/business services

Associated Students representative (to be named)

Athletics representative (to be named)