

MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, May 2, 2012

1-2 p.m., M-107E

1. Approval of Agenda

2. Approval of Minutes

3. Chair's Report

A. Committee representatives/reports to Senates

4. Outreach:

A. Spring Street Fairs

B. Parades

July 4, Student Interest

C. Outreach Report (Nguyen)

5. Publications/Website

Website Priorities, New Theme

6. PIEC Requests (Trevisan/Harrison)

A. Mapping Committee Functions to Strategic Goals

B. Significant decisions and activities over last three years

7. Major 2012 Events

• Construction-Related

• LLRC Grand Opening (September 5, 2012)

• Miramar College Foundation

• Invest in Success (September 22, 2012)

• Other

• Commencement (May 17)

8. Evening with the Experts

A. Application for Evening with Experts Event draft

B. Fall 2012 Evening with Experts

9. 2012-2013 Membership

Membership: Sandi Trevisan, Co-Chair, PIO, classified; Darrel Harrison, Co-Chair, faculty; 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 (Kanchan Farkiya); Athletics representative (to be named)