

MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, October 3, 2012

1-2 p.m., L-209

1. Chair's Report

- A. Committee representatives/reports to Senates
- B. Review of College Marketing/Outreach Operational Plan (<http://www.sdmiramar.edu/institution/plan>)
- C. Budget cuts/recommendations
- D. Research request: Jets Jump Start to Enrollment

2. Outreach:

- A. Fall Street Fairs
 - Oct. 20, Serra Mesa Community Fair
 - TBA, Carmel Mountain Ranch Holiday Festival
- B. Parades
 - MLK Parade, Sunday, Jan. 20 (tentative) possible fire engine return
- C. Outreach Report (Nguyen)

3. Publications/Website

Website, Facebook, Twitter

4. Major 2012-2013 Events

- Evening with the Experts
 - Mon-Thurs: LLRC Auditorium; Friday: I-101 A/B
 - Friday, October 12: Becoming Mexipino, H-210
 - Thursday, November 8: Kevin Petti
 - Author's Series – interested presenters:
 - Richard Lederer
 - Lin Sten (Writer's Block Does Not Exist)
- Construction-Related:
 - Facilities Open House (November– TBD)
 - Aviation Center Grand Re-Opening (October 31, 2012)
- Miramar College Foundation
 - Scholar Fest (April 24, 2013, LLRC)

7. Marketing/Outreach Proposals

- WHAT I BE Photography project (submitted by Laura Gonzalez), requesting \$500, plus possible Eve with Experts presentation
- "Frank and Chip" documentary, Eve with Experts (submitted by Lisa Brewster)
- Strengthening CTE marketing and outreach
- Finalize Outreach website

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 (Michael Shepard); Athletics representative (to be named)

Next meeting: November 7, 2011, 1-2 PM, L-107

