

# MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, November 6, 2013

1-2 p.m., L-209

## 1. Chair's Report

- A. Committee representatives/reports to Senates
- B. District Marketing & Outreach Report (Trevisan)
- C. Distinguished Alumni Nominations
- D. Foundation Marketing (*attachment*)

## 2. Outreach:

- A. Street Fairs
- B. Outreach Report (Nguyen)

## 3. Publications/Website Updates

- A. Alumni Connections
- B. CTE Marketing (Education That Works) – Board Presentation 3/27/14
- C. Web Subcommittee Draft Proposal (Website Ownership – *attachment*)
- D. District Web – new CMS vendor
- E. Outreach web pages

## 4. Major 2013-2014 Events

- March 27, 2014, Board of Trustees Site Meeting
- April 16, 2014, Scholar Fest
- April 16, 2014, Invest in Success
- May 16, 2014, Commencement

## 5. Marketing/Outreach Proposals

- A. Evening with the Experts
  - Thurs, Nov. 7, 2013, Evening with the Experts: Kevin Petti
  - Thurs, Nov. 14, 2013, Evening with the Experts: SD Harp Society (Joan Thompson), 6-8:30
- B. Increasing faculty participation in Commencement (Harrison)

## 6. Expanded Campus Use Update

*Membership: Sandi Trevisan, Co-Chair, PIO, classified; Darrel Harrison, Co-Chair, faculty; Rebecca Bowers-Gentry, faculty; Yolanda Castellijos, classified, AV; Joseph Hankinson, classified, job placement; Joan Thompson, faculty/EOPS/Counseling; Greg Newhouse, manager/ATT; Sonny Nguyen, classified/outreach; Shauna Elmone, classified/instruction; Carmen Martinez-Coniglio, classified/business services; Associated Students representatives (Kristina Okhotin, Victor Nakada); Athletics representative (to be named)*

*Next meeting: December 4, 2013, 1-2 PM, L-209*

## **Foundation: Corporate Marketing Strategies**

Task Force: Darrel Harrison, Lisa Curtin, Sandi Trevisan, Sarah Yang, Tony Pizarro

### **Sept. 5, 2013 • Present: Harrison, Curtin, Trevisan • NOTES**

1. Identify what the Foundation has to offer (benefits of partnership, sponsorship, gifts)
  - a. Develop brochure of benefits; package what we can offer (visibility, services, facilities, recognition, facilities naming, reach – Facebook, Twitter, Linked In)
  - b. Develop a list and then check to see if benefits are possible; identify obstacles, i.e., facilities and/or parking use
  - c. Explore possible Foundation event budget to support external use of campus facilities – conference facility management
2. Review District Policies
3. Identify potential corporate partners/contacts. Identify corporate organizations that tie into Miramar programs. Offer tour.
4. Develop entrepreneurial instructional program through Paralegal and Business departments – SIFE, supported by corporate partnerships, i.e., Schwab. (Financial Education non-profit CEO Ted Beck)
5. Use student groups as focus groups and to develop marketing strategies
6. Offer public art on campus, funded by corporate/city/grant funds – art builds communities; visiting artist and performance series/corporate sponsorship and advertising
7. Explore SDCCD Corporate Council campus relationships (exclusivity with fundraising/networking?)
8. Hire staff to implement Foundation ideas.
9. Showcase current partnerships: SDGE Vets funding (what's happening?)

#### Next steps:

1. Get buy in from Foundation board
2. Develop list of benefits to corporate sponsors – seek additional input from Foundation board: identify what we offer and match with corporate sponsors
3. Define obstacles – review district policies that restrict our efforts
4. Identify contacts: corporations associated with college programs, individual contacts from Foundation directors, regional/neighborhood businesses
5. Develop specific activities, timeline, individual(s) responsible, and budget to implement: hire individual to implement Foundation ideas and solicit new programs.

## Website Ownership and Accountability

### Tiers

The San Diego Miramar College Website (SDMCW) is loosely grouped into “tiers”. It will be helpful to define and document tiers for the rest of this (and other) documents. One purpose of the tiers is to define areas of responsibility or ownership. The generally accepted practice is that the “top tier” pages are owned by the PIO’s office.

The home page is the top tier, or tier one. The tier two pages are those pages accessed by clicking on the header menu label. Sub menu items may go to lower tier pages, but the menu name itself is a link to the tier two pages. As a rough rule-of-thumb, the number of clicks to get to a page *plus one* would be its tier.

For example:

Tier	Page Name	URL
1	Home page	<a href="http://www.sdmiramar.edu/">http://www.sdmiramar.edu/</a>
2	Students	<a href="http://www.sdmiramar.edu/students">http://www.sdmiramar.edu/students</a>
2	Academics	<a href="http://www.sdmiramar.edu/academics">http://www.sdmiramar.edu/academics</a>
2	Faculty	<a href="http://www.sdmiramar.edu/faculty">http://www.sdmiramar.edu/faculty</a>
2	Community	<a href="http://www.sdmiramar.edu/community">http://www.sdmiramar.edu/community</a>
3	Online Orientation	<a href="http://www.sdmiramar.edu/students/counseling/orientation">http://www.sdmiramar.edu/students/counseling/orientation</a>
3	Library	<a href="http://www.sdmiramar.edu/library">http://www.sdmiramar.edu/library</a>
3	Subject Areas	<a href="http://www.sdmiramar.edu/academics/subjects">http://www.sdmiramar.edu/academics/subjects</a>
4	Child Development	<a href="http://www.sdmiramar.edu/academics/subjects/subjectarea?sid=CHIL">http://www.sdmiramar.edu/academics/subjects/subjectarea?sid=CHIL</a>

### Ownership & Review

Ownership defines who is responsible for maintaining content on various pages. Tier one and tier two pages of the website are considered the public face of the College; thus, the PIO will be responsible for content and accuracy of these pages. The PIO will work directly with the webmaster to ensure these pages are correct and up to date.

Top tier pages are the main pages where the webmaster will work most often with content. Lower tier pages are designed to be updated and maintained independently by various departments, staff, etc.

Individual departments, programs, schools, etc. will by default fall to the “lead” individual. This could be the VP, Dean, Chair, Supervisor, etc. For instance, the “Divisions” pages (Admin, Instructional, Student Services) would be owned by the respective VP offices. A department under these branches would be owned by the respective Dean, Supervisor, etc.

In cases where ownership is unclear, ~~the Website Subcommittee will make recommendations to CEC, which could be petitioned to resolve~~ the vice president over the area will assign responsibility. College Governance pages would be owned by the Governance Committee. School pages are owned by the Deans, etc. Committee chairs will be responsible for the accuracy of their pages, and for posting agendas and minutes.

Each “lead” individual or office will be responsible for the content and review of respective pages.

**Review should occur at least once per semester** to assure accuracy of content and effectiveness of links. Once per year, the Web Subcommittee will request “lead” individuals be identified for all top three tier pages of the website and provide the final list to CEC for information. Web Subcommittee will maintain a list that includes: page name, URL, assigned “tier,” lead responsible for review, individual responsible for content management, template required or exception.

### **Template, Page Creation, Content Development & Training**

Top three tier pages will remain “in template,” unless otherwise approved by the PIO or linked externally to SDCCD pages. “Lead” individuals or assigned content managers will be responsible for development of content, input and maintenance of their pages, within the approved template. The webmaster will assist with initial page creation and provide training on CMS (content management system) as requested.