

MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, April 9, 2014

1-2 p.m., location TBA

1. Chair's Report

- A. Committee representatives/reports to Senates
- B. District Marketing & Outreach Report – Summer's Back marketing plan
- C. Marketing & Outreach Operational Plan 2014-2020, mapped to revised Strategic Goals – please provide constituency approval and/or comments prior to April 7, 2014.

2. Outreach:

- A. Spring street Fairs
- B. Outreach Report (Nguyen)

3. Publications/Website Updates

- A. Alumni Connections – encourage faculty/staff alumni to register by April 30, 2014. <http://alumni.sdccd.edu>
- B. CTE, www.sdmiramar.edu/careers
- D. Outreach web pages
- E. Miramar College website redesign

4. Major Events

Spring 2014

- April 16, 2014, Scholar Fest
- April 16, 2014, Invest in Success
- May 16, 2014, Commencement

Fall 2014 – 45th Anniversary

- 45th Anniversary 2014-2015 – Mira Mesa community also celebrating 45th anniversary in 2014. Trevisan on committee to integrate college info in community activities and visa versa.
- New Building Openings Tentative Dates
 - Administration Building, Friday, 8/22/14, 9 AM
 - Student Resource & Welcome Center, Wednesday, 9/3/14, 10 AM – 1 PM
 - Fire/EMT Training Center, Thursday, 9/11/14, 9:30 AM

5. Marketing/Outreach

- A. Evening with the Experts
 - Maritime Museum proposal, "Tall Ships" – May 2014
- B. Increasing faculty participation in Commencement Update (Harrison)
- C. Ideas for Marketing the Return of Summer Session 2014
- D. Welcome packets, neighboring apartments (Foundation special projects application)

6. Expanded Campus Use Update – Trevisan requested Planning, Institutional Effectiveness Committee Steering Committee to add new goal in college Strategic Plan 2013-2019 to

"Strategic Goal IV: Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community."

Identify and remove barriers, plus develop a plan to host community, business, industry and organizations on campus.

Membership: Sandi Trevisan, Co-Chair, PIO, classified; Darrel Harrison, Co-Chair, faculty; Rebecca Bowers-Gentry, faculty; Yolanda Castillejos, classified, AV; Joan Thompson, faculty/EOPS/Counseling; Greg Newhouse, manager/ATT; Sonny Nguyen, classified/outreach; Carmen Martinez-Coniglio, classified/business services; Associated Students representatives (Kristina Okhotin, Victor Nakada); John Landicho, faculty/Athletics representative

Next meeting: May 7, 2014, 1-2 PM, L-209