

# MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, September 6, 2017 • 1:00 p.m. – 2:00 p.m. • L-209

**Members:** Steve Quis, Joan Thompson (absent), Sonny Nguyen (Sara Haddad), student 1 (vacant), student 2 (vacant), student 3 (vacant), Lynne Ornelas, Yolanda Giang (absent), Rod Porter (absent), Lisa E. Munoz, Jordan Omens, David Wilhelm, Library rep (vacant).

**Guests:** Sara Haddad replaces Sonny Nguyen while Sonny is on leave.

**A. Updates from Quis:** None

**B. New Business**

**1-Review of goals-**The committee agrees to keep its goals the same for 2017-2018 as they were for 2016-2017:

Ensures the effective and practical development and implementation of marketing and outreach strategies

Designs, implements and facilitates programs and projects affecting communications, outreach, and image of the college both on-campus and in the communities it serves

Assists departments and programs with the development of public relations materials

Provides input into Website Sub Committee to provide design and style parameters that best reflect College Image and Website marketing needs

Provides input to District Marketing and Outreach Committee.

**2-CTE Fall marketing campaign-Ornelas** describes the scope of the strong workforce money used to pull off the CTE fall marketing campaign. Her office provided Strong Workforce grant money to the PIO office (earmarked for marketing) to run TV, radio, digital and a Youtube campaign. **Quis** adds that the campaign began in late April 2017 and ran through August 31, 2017. Eighty-four (:30) CTE tv spots ran on NBC7, 200 CTE tv spots of :15 and :30 in length ran on KUSI-TV. Four separate radio commercials promoting bio tech, fully online business, advanced transportation and an overall CTE brand ran on Channel 93.3 and Jamin 95.7. 1,040 spots ran total. There was a digital buy with iHeart Media that resulted in 432,493 impressions and 1,406 listeners clicking on the “apply now” button that sent them to reg-e. The :15 CTE spot was viewed 97,041 times on Youtube with the :30 spot being viewed 4,413 times. The shorter spot out-performed the longer spot. Cost per click was roughly 11 cents a view. **Ornelas** said that the overall college enrollment was up 7.6% this year and that her career education programs have seen a 25% rise in enrollment over a 3-year period. She also said that her classes for the fall 2017 semester, that were part of the advertising campaign, are running at almost full capacity. A new set of local money has been allocated for the upcoming year.

**3-Fall 2017 marketing-Quis** reports that bus wraps were purchased on 8 MTS buses to drive fall, intersession and spring enrollment. These buses will be driving along routes in the north county through Jan. 18, 2018. There is a billboard up on Miramar Road for 3 weeks in August-September. That same billboard will go back up in mid-November and run through January. The (:30) college spot began running on KUSI-TV’s Prep Pigskin Report two weeks ago. It runs through December. A-frames are up promoting Saturday classes and 8-week classes. **Quis** has purchased a full year’s worth of geofencing ads so he can switch out the promotional messages as often as the College needs. Geofencing ads spiked Saturday class enrollments from 120 to 498 from the time the ads ran on July to Sept. 1. 10,000 updated tri-fold racks cards were delivered to campus and are being distributed to the public. Flyers pushing “Guided Pathways” for MCAS have been created. Now that the virtual tour is no longer featured prominently on the website, the numbers of visitors has dropped dramatically. We need to put pressure on Daniel’s office to give us better real estate on the front page of the website to get the number of prospective students viewing the tour back to where it used to be.

**4- Faculty outreach-Sara** reports that the outreach team has assembled a list of faculty willing to work with the outreach team at upcoming events to give tours and speak on their programs and to have a bigger presence. The counselor conference is coming up on Sept. 28.

**5-Rack cards-**There was discussion about providing new rack cards for programs wishing to have one. **Quis** did publish a new “all encompassing” tri-fold rack card to promote the College. The College has had it for 2 years now. It was updated this past summer to reflect new degree and certificate offerings. This was a very expensive process and the College has gone through almost 15,000 rack cards in just 3 semesters. The College currently has 40 programs. No one is quite sure who would pay for this endeavor, but it was agreed that faculty would need to take the lead in providing the content for each rack card and the PIO office would make them all look uniform and send to the printer. The PIO office does not have the budget to pay for the printing of these rack cards. The committee will explore this idea further in the future.

**6-Annual marketing calendar-**The committee does not want this document made public or posted on the college website due to the proprietary nature of the ideas, budgets and events listed on this document. It appears to the committee that other colleges are taking our ideas and using them to compete in the market place.

## **F. Old Business**

### **G. Place Holders**

#### **I. Reports: None**

*(Please limit each following report to two minutes maximum. If you have any handouts, please e-mail them to Steve Quis ahead of time to be included for distribution electronically.)*

**Announcements:** None

#### **I. Adjourn**

*Meeting adjourned at 2:15pm*

#### **\* San Diego Miramar College 2013 – 2019 Strategic Goals**

**Goal 1:** Provide educational programs and services that are responsive to change and support student learning and success.

**Goal 2:** Deliver educational programs and services in formats and at locations that meet student needs.

**Goal 3:** Enhance the college experience for students and the community by providing student-centered programs, services and activities that celebrate diversity and sustainable practices.

**Goal 4:** Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community.

**Please see <http://www.sdmiramar.edu/institution/plan> for San Diego Miramar College 2013-2019 Strategic Plan.**

**As a courtesy, please let the College and Academic Senate Presidents know if you cannot attend the meeting.**