

# MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, October 3, 2018 • 1:00 p.m. – 2:00 p.m. • L-209

**Members:** Steve Quis, Jesse Lopez (absent), Sonny Nguyen, Amir Asgari, Karsten Varleros, Zoey Akbari, Yolanda Giang (absent), Lisa E. Munoz, Jordan Omens, Anh Nguyen, David Wilhelm, MBEPS (vacant Fall 2018).

Guests: Tanya Hertz

Meeting called to order at 1:04 p.m.

## **A. Updates from Quis:**

- 1) District Promise gala: This event was held in September and raised over \$200,000 for the San Diego Promise. Actress Anette Bening highlighted the event. She happens to be a Mesa College alum.
- 2) Light pole banners: 18 new light pole banners have delivered to campus and will be put around compass point. They are designed to show off the campus programs, etc. Two are up so far with the other 16 coming soon as facilities works to complete this task.
- 3) 50<sup>th</sup> anniversary: 2019 marks Miramar College's 50<sup>th</sup> anniversary. Since funding is limited, the college will celebrate this milestone by digging up old facts and photos of the campus and presenting them in context on social media. **Wilhelm** introduced the idea of a 50<sup>th</sup> anniversary tee-shirt that can be sold in the bookstore and the proceeds would go to scholarships or the Foundation.

## **B. Updates from Sonny:**

- 1) Signing day: Sonny reports that signing day will take place Feb. 21, 2019. It's concept is much like the NCAA's whereby, students commit to taking a program in the CE area at Miramar. These students can be either incoming freshman or already attending the college. Quis has a commitment from CBS8 and KUSI to cover the event. He is hoping a good story can be identified between now and the deadline. Wilhelm thinks the Poway Chamber of Commerce and the PUSD district would be interested in getting involved.
- 2) Fall Open house: Fall open is likely to be Saturday, Nov. 3. Sonny is asking for faculty support by attending and taking part in showcasing their programs and services to prospective students.

## **C. Update from Strong Workforce/Jesse Lopez:**

- 1) Strong workforce marketing: Quis reports that first installment of radio and digital ads ceased on Sept. 15 as planned. The second campaign will start in January if there is money left over to do so. \$50,000 of strong workforce funds are being used to fund the ad campaign.

## **D. New Business:**

## **E. Old Business**

## **F. Review committee goals and mission**

### **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:**

### **I. Adjourn: 1:46pm**

**\* 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.**