

Marketing & Outreach Committee Minutes  
September 7, 2011  
1-2 PM, M-107E

**Present:** Sandi Trevisan, Sonny Nguyen, Joyce Allen, Joan Thompson, Greg Newhouse  
**Absent:** Darrel Harrison, Joseph Hankinson, Adela Jacobson, Carmen Martinez-Coniglio

**1. Chair's Report**

**A. Committee Representatives/reports to/from Senates**

No report.

**B. MOC Membership 2011-2012**

Members present confirmed their membership for the coming year. Trevisan will survey members not in attendance and report back to constituent group leaders re: vacancies.

**C. Confirm Meeting Time and Date**

MOC meetings will continue to meet first Wednesdays of each month from 1-2 p.m. in M-107E.

**D. Elect Co-Chair**

Trevisan will ask D. Harrison if he would like to continue as faculty co-chair. If not, Joan Thompson agreed to serve.

**2. Outreach (Nguyen)**

- Nguyen reported student ambassadors are set to staff 2011-2012 street fairs. Trevisan has processed applications with Mira Mesa Town Council, Poway Days, Serra Mesa, and Carmel Mountain Ranch for fall street fair participation.
- Members discussed 2012 MLK parade (**January 14, 2012**), and whether or not to return to using the fire engine as the college float entry or continue with a student-created float. Fire truck use is dependent upon availability of a driver. MOC agreed to support the student float and encourage attendance by more faculty and staff.
- Nguyen reviewed the district high school feeder report, which will be posted on the District research website, and concluded there are no surprises. Outreach and Assessment Offices are no longer conducting assessment tests on high school campuses, but Outreach is still providing application/college transition orientations in the Spring. Miramar student enrollment is increasing from the Poway school district.
- The Mira Mesa High School Foundation would like to hold their "Taste of Mira Mesa" fundraiser on the college campus, but may be derailed by the no-alcohol policy. Dan Gutowski will be the contact.
- SD Unified started their new year this week. Nguyen is contacting new administrators. The new principal of Dingeman Elementary would like to work on joint community service activities with college students. Trevisan shared the book drive that Tony Pizarro is coordinating for his home town in the Philippines. She is waiting for confirmation that one or more Miramar student organizations or departments will get involved so that she

can create a college-based promotional flyer to assist. Trevisan will forward information to Nguyen.

- Naomi Grisham is working with Nguyen to create transfer updates for high school counselors to stay up to date on latest changes and will set up meetings to discuss other strategies for overall awareness.

### **3. Mission Statement Review**

Trevisan provided an update to the mission statement review process that was accomplished last spring. CEC agreed to address any proposed significant changes to the mission statement this fall. For inclusion in the college printed catalog, the mission statement must be approved by the board of trustees no later than mid-October. Issues of diversity, sustainability, and the visiting accrediting team's comment that the mission statement identify the population served, were discussed. Classified Senate is already discussing mission statement concerns. Mission statement edits will be discussed at the MOC October meeting.

### **4. Publications/Website (<http://beta.sdmiramar.edu>)**

- Concerns were aired regarding the new website and its lack of user friendliness. Allen reported trouble with directing faculty to resources on the site or to those not yet posted. Allen offered to work with administrative secretaries to identify their specific concerns. Trevisan said not all information from the former site has been transferred to the new site and that she was working with the webmaster page-by-page to address navigation issues. In particular, MOC agreed a Site Map was necessary.

### **5. Campus Signage**

Trevisan shared the naming convention for Drives, Ways and Paths developed by the Signage Task Force and approved late last spring by CEC. She will be calling the Task Force together again to review the final master signage placement map, developed by Graphic Solutions and District Facilities -- the last step before sign construction and installation begins.

### **5. Major 2011-2012 Events**

- **Evening with the Experts** – Trevisan will contact Kevin Petti, SD Museum of Art, Women and Money (California Cost Credit Union) and Darrel Harrison for scheduling Eve with Experts presentations. Each had indicated interest in scheduling a fall event. The San Diego Harp Society will present a concert on Oct. 7.
- Aviation Take Off Groundbreaking, Sept. 30, 2012
- Parking Structure/Police Substation Grand Opening, mid-October (date TBA)
- LLRC Grand Opening (February/March 2012) Trevisan will discuss hosting a mixer with the San Diego North Chamber of Commerce in the new LLRC in March 2012 – possibly co-hosting the grand opening.
- Miramar College Foundation Scholar Fest (LLRC), April 25, 2012
- Miramar College Invest in Success, Sept. 22, 2012

### **6. 2010-2011 Marketing & Outreach Committee Membership**

Confirmed: Sandi Trevisan, Co-Chair, PIO, classified; Darrel Harrison, Co-Chair, faculty, business/math/science; Sonny Nguyen, classified/outreach; Joyce Allen, classified; Joan Thompson, faculty, student services; Greg Newhouse, manager; Adela Jacobson, manager

To be confirmed: Carmen Martinez-Coniglio, classified; Joseph Hankinson, classified

Next meeting: October 5, 2011, M-107E

*Trevisan 9/15/11*