

Marketing & Outreach Committee Minutes
September 4, 2013
1-2 PM, L-209

Present: Sandi Trevisan, Yolanda Castillejos, Rebecca Bowers-Gentry, Sonny Nguyen

Absent: Carmen Martinez-Coniglio, Joseph Hankinson, Joan Thompson, Darrel Harrison, Shauna Elmone, Greg Newhouse

1. Chair's Report/Senate Reports

- No reports.
- Calendar of meetings confirmed for 2013-2014. Meetings will continue first Monday of each month from 1-2 PM in L-209. Those present confirmed their membership. Trevisan will contact those absent to confirm their continued interest in serving on the MOC Committee.
- Trevisan reported District Marketing and Outreach Committee will begin meeting again, starting Sept. 11, 2013.

2. Outreach (Nguyen)

- Mira Mesa Street fair will be Sept. 21, 2013
- Working on Outreach website portal for new students – will follow new design scheme of CTE website currently in development.
- October/November college nights and fairs.
- Five student ambassadors on board at this time.

3. Publications/Website (www.sdmiramar.edu)

- SDCCD Alumni Connections will launch in the fall. It will profile successful alumni, serve as a social media website, and provide links to college news, events, and giving through Foundations.
- CTE Marketing (Education That Works) programmers are working with Miramar IT to integrate the website with the college website on the college server. After that is accomplished, the college will update content and images.
- Web Subcommittee Draft Proposals (Third Party Vendors, Website Best Practices) will be reviewed by Marketing/Outreach Committee (MOC) members, a parent committee of the Web Subcommittee. Input should be provided to Trevisan prior to the next MOC meeting.
- Castillejos recommended digital signage guidelines be established, now that the monitors in the Student Services Center building are available for posting.

4. Major 2012 Events

- Sept. 11, Fire/EMT Groundbreaking
- Oct. 9, Transportation Open House
- Oct. 24, Eve with Experts: Laura Gonzales (Arranged Marriages)
- Oct. 25, The Amazing Race
- Nov. 7, Eve with Experts: Kevin Petti (Anatomia Italiana)

5. Marketing and Outreach Proposals

Trevisan will send the "Request for Marketing Proposals" to the DL. No funds are available to support events this year as Communications Services budget has been cut by 35% in 2013-2014.

6. Expanded Campus Use

Members discussed parking issues, multiple fees, and restrictions that impede the college's ability to offer campus facilities to outside users (Civic Center use). It was suggested perhaps the Foundation could develop a special fund to support AV, janitorial and parking costs to encourage community use.

Trevisan 5/1/13