

## Marketing & Outreach Committee Minutes

December 4, 2013

1-2 PM, L-209

**Present:** Sandi Trevisan, Darrel Harrison, Rebecca Bowers-Gentry

**Absent:** Joseph Hankinson, Shauna Elmone, Greg Newhouse, Joan Thompson, Kristina Okhotin (student), Victor Nakada (student), Yolanda Castilljos, Sonny Nguyen

### 1. Chair's Report/Senate Reports

- No District Marketing and Outreach meetings have been held since the last MOC.
- Commencement Committee recommends two *2014 Distinguished Alumni* – Miramar faculty Sean Bowers and Dr. Rebecca Bowers-Gentry. Names will be forwarded to Miramar College Foundation board for acceptance at their January meeting, and then announced publicly. Recipients will receive awards at 2014 Commencement and serve as Commencement speakers.
- Foundation Corporate Marketing Strategies draft shared. MOC was asked to review the document and identify additional strategies.

### 2. Outreach (Nguyen)

No report.

### 3. Publications/Website ([www.sdmiramar.edu](http://www.sdmiramar.edu))

- Trevisan reported SDCCD Alumni Connections has launched and emails have been sent to graduates from last two years, encouraging self-registration. The website is a social media site, intended to connect grads with each other. There is no fee to join and no benefits of membership, other than connecting with fellow alumni and college news.
- The CTE/CalWORKs Marketing Plan and website will be showcased at the board of trustees site meeting at Miramar on 3/27/14. Darrel Harrison and Rex Heftmann have agreed to profile their program connections with industry. Dean Ornelas will introduce topic and share new CTE website.
- MOC was asked to review web subcommittee draft proposals. Members present approved recommendations.

### 4. Major 2013 Events

- Trevisan reviewed a list of upcoming special events.
- MOC discussed ways to encourage greater faculty participation in Commencement. Harrison suggested a PPT presentation during spring flex that included photos and quotes from faculty who attended 2013 Commencement on campus. Trevisan will send Harrison photo gallery from 2013, request five minutes during spring flex to show the PPT, and ask Edith Pollack if she would be willing to set up a table for faculty sign-ups and regalia orders during flex. Harrison will select photos, add quotes and provide PIO with slides that can be integrated into entire spring flex program. Harrison will present topic at flex.

### 5. Marketing and Outreach Proposals

No December Evening with the Experts lectures are planned. Trevisan will send out a call for proposals when faculty members return for the spring semester.

### 6. Expanded Campus Use

No report.

*Trevisan 1/30/14*