

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, April 6, 2016 • 1:00 p.m. – 2:00 p.m. • L-209

Members: Quis, Harrison (absent), Thompson (absent), Nguyen, Tylar Campbell (absent), Randy Dexter (absent), Lynne Ornelas, Yolanda-Castillejos (absent), Buran Haidar (absent), Rod Porter (absent), Laura Gonzalez, Greg Newhouse (absent), Rebecca Bower-Gentry (absent), Joyce Allen (absent).

Meeting called to order at 1:09 pm

A. Updates from Quis:

B. New Business

1-Summer marketing campaign update-Quis reports that the district just completed a TV commercial shoot at Miramar College on March 25 for its summer ad campaign on behalf of the college. The district will place this tv commercial on CBS 8 with the likely air date to be early May. It will run into the fall as well. The commercial will feature our EMT program and Fire Technology programs. It will star 2 students (Kristin Magpuri/EMT and Andrew Young/SDFD). It also features Kirk Webley speaking on behalf of the college's other programs. The shoot went better than expected. CBS8 will produce the spots in the coming weeks. The district is also looking to promote other programs at the college for the summer. These programs will be promoted through digital channels, bus shelters and print advertising. There will not be time to shoot extra creative instead the district will use creative it has already shot for its "Imagine the Possibilities" campaign from last year. Quis asked the deans, at the April 6 dean's council, which programs they wanted to see the district advertise for summer. They indicated business, science, math and general education course. A list of the course requests for advertising will be presented to the district in the next week. Quis cautioned that there may not be adequate creative at the district to support the business request. Quis will look into how the college can promote the business program with use of the PIO advertising budget.

2-Invest in Success update-Quis reports that Invest in Success will be held on May 7 at a private residence in Coronado. He asks that we all spread the word to raise the number of RSVP's for the event.

3-CHP news conference-Quis reports that a major news conference will be held on campus at 10:30am on April 11 in regards to distracted driving hosted by Student Wellness. It will be a news conference hosted by the College in front of the LLRC, but it will be in conjunction with CHP, AT & T, San Diego Fire and Rescue, MADD and RADD. Dean Jacobson will speak on behalf of the college. We hope to have all the major media players in San Diego attend this event.

4-P-51 Mustang dedication ceremony- Quis reports that the WWII era plane our students have completed will be rolled out on Saturday, April 9. Quis will attend ceremony along with Paulette Hopkins who will speak on behalf of the college. The owner of FlyboyAeroworks, who employs our interns and alums on the project, has asked that we downplay the Miramar College angle. Since the WWII Museum funded the project they are also requesting that the focus of the "roll out" be on the museum and FlyboyAeroworks and not the college. Quis will cover the ceremony and post updates on social media.

5-Website-Gonzalez asked what we can do speed the process of updating the website in a time manner. Quis reminds the committee that he does not supervise the website, but will bring their concerns to the next website subcommittee meeting he attends.

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 1:53pm

*** 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.