

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, May 4, 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 (absent), Yolanda-Castillejos, Buran Haidar (absent), Rod Porter (absent), Laura Gonzalez, Rebecca Bower-Gentry (absent), Joyce Allen (absent).

Guests: Rose Marie

Meeting called to order at 1:10 pm

A. Updates from Quis:

B. New Business

1-Summer marketing campaign update-Quis shows the collateral that will be used to support summer digital ad to help fill business programs. These ads will run from May 9-June 20 through KFMB digital platform. Those who open the email can click on a link to that sends them to SDCCD online schedule. **Quis** is using left over funds to run a marketing campaign through Total Traffic which will give the college a number of :10 spots that will run during the afternoon and morning traffic reports on CBS8, KGTV 10, CW6 and KBNT (Spanish). **Quis** is doing this because it is easy to change the message on a moment's notice should we need to. The district is spending additional funds to run two tv ads for the college. One ad features EMT alum Kristen Magpuri and Fire Tech/SD Fire and Rescue Andrew Young. They are up and running through the fall. Each spot has a :30 and a :90 form. **Quis** showed all 4 ads to the committee.

2-Invest in Success update-Quis says that the event is sold out and should be a big success on May 7 in Coronado.

3-Rack Cards discussion-Quis/Sonny want to open the discussion on whether the college should continue to replace a new round of rack cards or move in a different promotional direction. Most of the rack cards are outdated or the College has run out of many of them. This issue was discussed and tabled until next fall. **Quis** will be the idea of digital rack cards at next website meeting.

4-Website-Quis states that there is a new bottom on the bottom of the website in the green area that says "report a problem on this page." He explained how a prompt will be sent to Bill T. Smith asking him to fix the issue once it is filled out. There is no word on how these tasks will be prioritized. Only in house users will see this prompt. It is not public facing.

5-PPR/KUSI TV partnership renewal-Quis says he will meet with KUSI-TV on May 19 to discuss re-upping as title sponsor of the Student Spotlight segment on Prep Pigskin Report.

6-Perkins funds for '16-'17-No report

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 1:45pm

*** 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.