

MARKETING & OUTREACH COMMITTEE MEETING

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

Members: Quis, Harrison (absent), Thompson (absent), Nguyen, Lynne Ornelas, Yolanda-Castillejos (absent), Buran Haidar (absent), Rod Porter, Mona Patel, Joyce Allen (absent).

Meeting called to order at 1:05pm

A. Updates from Quis:

B. New Business

1-Review committee goals-Ensures the effective and practical development and implementation of marketing and outreach strategies. Designs, implements and facilitates programs and projects affecting communications, outreach, and image of the college both on-campus and in the communities it serves. Assists departments and programs with the development of public relations materials. Provides input into Website Sub Committee to provide design and style parameters that best reflect College Image and Website marketing needs. Provides input to District Marketing and Outreach Committee. All agreed the goals are to remain the same.

2-Review Summer/Fall marketing-Quis reports that for summer 2016, the district began running TV spots on KFMB-TV highlighting our Fire Tech program. These are program centric commercials that can be used for any term. These ads started running in May and will run through the fall. The district also provided a digital campaign that highlighted a handful of other programs. The College supplemented the district's TV buy with a \$3,135.00 Total Traffic ad buy that ran 58 :10 second liners/commercials in the local market on CBS8, KGTV, Univision and WB 6. The ads focused on our business programs and were seen in the morning and afternoon newscasts. The first ads started running on May 30 with the run ending on June 17. The College also purchased a digital ad campaign with KFMB digital for \$4,000.00 that produced 487,260 impressions with 1,281 unique users clicking on the call to action button to find a summer course. The campaign focused on filling seats in the business programs. Included in this package was a 2-day website take-over on KFMB.com. This campaign ran May 9-June 6.

For Fall 2016, the College focused on the 180 online classes being offered. The College entered into a partnership at the cost of \$3,000.00 to advertise with YP Solutions. Geo-fencing digital advertisements were placed on various apps targeting millennials who were shopping or visiting the Mira Mesa area. The ad produced 449,605 impressions with 1,624 unique users clicking on the "Call to Action" button which sent them to the online list of classes or Reg-E. The College also purchased \$4,000.00 worth of traffic spots on KFMB, KGTV, Univision, and WB 6. The money used for this was provided by Lynne Ornelas. The College re-upped its sponsorship of the Student Athlete Spotlight on KUSI-TV and the Prep Pigskin Report at a cost of \$24,076.25 coming from SSSP funds. A new commercial was developed to reflect a new number of degrees awarded and will run from August 1-December 19, 2016. A \$600.00 ad was placed on the Mira Mesa High School all-sports calendar to promote our new expanded dual enrollment programs being offered in the Fall. **Porter** pointed out that when a student goes to the SDCCD site to register for online classes that Mesa and then City's classes come up first. **Quis** has brought this concern up in the past, but it was the a decision by the dean's to focus on online programs.

3-Updated college rack card (tri-fold)-Quis reports that the new rack card will be expanded moving forward to include all the programs and courses we offer based on the 2016-2017 catalog. This will make the rack card 3 extra pages but will be in sync with what the catalog shows. Sonny would like to have 10,000 for the outreach team's use in the coming year. **Quis** will see if he can pull that off with his budget. There is an urgency to have these cards to Sonny by October when the outreach team hits the college fairs.

4-Youvisit Virtual Tour partnership-Quis reports that the college will soon sign a partnership deal with Youvisit.com to provide a virtual reality tour for the website. The cost is \$18,000.00 a year and Gerald Ramsey has agreed to finance the project out of SSSP funds. The tour will focus on up to 20 buildings. Quis has written a script for each building on the tour and will send out the copy to the dean's for feedback in the coming weeks. We would like to have this up and running for spring 2017 term. A link to the tour will be placed on the front of the Miramar College website once completed. Actors will talk about the college and the tour will be available in 3 separate

languages-English, Spanish and Farsi are the front runners. Quis has surveyed various departments to get feedback on the language of choice for our prospective students.

5-Intersession marketing ideas- Quis reports that with Intersession back on the table and the College shooting for 156 FTES during this term, ideas were discussed on how to market with limited funds. Quis suggested placing ads around UCSD for students to come get 3 transferrable units out of the way for \$46 a unit.

6-Outreach update-Sonny reports that he and his staff are frantically signing up local high school students for dual enrollment programs. The College is offering 22 sections of dual enrollment programs at our 4 service area high schools and some 700 kids have been or will enroll in the coming days.

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:

I. Adjourn

Meeting adjourned at

*** 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.