

**Marketing & Outreach Operational Plan**  
**Marketing & Outreach Plan (mapped to Strategic Plan Goals)**  
**Fall 2013-Spring 2019**

Mission: Our mission is to prepare students to succeed in a complex and dynamic world by providing quality instruction and services in an environment that supports and promotes diversity, equity, and success, while emphasizing innovative programs and partnerships to facilitate student completion for transfer, workforce training, and/or career advancement.

Strategy	Orchestrators	Team	Planned Activities	Progress	Timeline
<b>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.</b>					
<b>3.1 Identify curricular and co-curricular activities and college experiences that celebrate diversity and sustainable practices.</b>	Chair, Diversity & International Ed Committee VP Instruction Chair of Chairs Public Information Officer Dean, Student Affairs, Athletics Director	Marketing & Outreach Committee	Evening with the Experts lecture and performance series, electronic calendar of events on website; printed semester calendar of events; inclusion of events section in monthly enews, outreach calendar of events, press releases. Diverse photos in print and digital publications. Feature international music at college and Foundation events.	Evening with the Experts continues in a limited manner with the invitation of a Negro League ballplayer to visit campus for a talk during Black History Month. Electronic calendar of event can be accessed at <a href="http://calendar.sdmiramar.edu/index.asp">http://calendar.sdmiramar.edu/index.asp</a> . Printed version of the calendar of events is emailed through the Outreach Office at the start of each month. An example of the calendar of events in JetsNews is here: <a href="http://www.sdmiramar.edu/webfm_send/16321">http://www.sdmiramar.edu/webfm_send/16321</a> . Regular campus news releases are posted here: <a href="http://www.sdmiramar.edu/news">http://www.sdmiramar.edu/news</a> . We have made a concerted effort to feature diverse photos in all college publications. Most photos are approved by the president of the college for their diversity. International music groups appear once a month through the College Hour program along with Foundation events.	Ongoing
<b>Goal 4: Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community.</b>					
<b>4.1 Identify current and prospective partnerships with educational institutions, business and industry and our community.</b>	Dean, Mathematics, Biological, Exercise & Physical Sciences Dean, Business, Technical Careers & Workforce Initiatives Dean, Public Safety Public Information Officer	Vocational Education Divisions Marketing & Outreach Committee College Foundation	Continue annual street fair participation, increase high school presence; increase activities in community through Chamber of Commerce memberships/participation, town councils, community organizations; increase advertising and branding activities (with available resources); expand brochure display racks on campus; develop CTE branding/marketing activities, including a Career Fair. Promote athletics; Promote Distinguished Alumni and Alumni Connections. Develop outreach/marketing for Veterans and active-duty military.	The College Outreach team routinely attends the Mira Mesa, Scripps Ranch and Rancho Bernardo annual street fairs. The Outreach team spends a significant amount of time on the campuses of Mira Mesa, Scripps Ranch, University City, and Serra High School promoting college programs. The Outreach team has a new tool in a virtual reality tour of the campus to share with kids. It can be found here: <a href="http://www.sdmiramar.edu/gateways/admission/#virtualltour">http://www.sdmiramar.edu/gateways/admission/#virtualltour</a> .  The College PIO regularly attends Poway Chamber of Commerce activities, and the College is an active member of the North County Chamber of Commerce. The PIO regularly attends the Mira Mesa Town Council to present updates on the College. The PIO office has secured funds to run a television ad campaign on KUSI-TV San Diego and KFMB (CBS). The College is the title sponsor of the Prep Pigskin Report Student Spotlight segment. An advertising agreement has been reached with Metro Traffic for further TV advertising, with YP Solutions to deliver geo-fencing digital ads and with YouTube to deliver commercials to assigned demographics. An “all-encompassing” rack card has been developed for the College and 5,000 were printed and distributed in time for the start of the Fall 2016 semester. Athletics has been promoted more routinely through social media and media pitching. Each year a distinguished alumn has been identified and pitched to the California Community College League for inclusion in the notable alumni database. The College has reached out to invite businesses to use our facilities, but our prices have not been competitively set.	Ongoing