**Marketing & Outreach Meeting Agenda San Diego Miramar College**

# October 4, 2023 ● L-209 ● 1pm-2pm



**Members:** Steve Quis, Sonny Nguyen, Jennifer Pena (proxy Chantal), Lisa E. Munoz, Jordan Omens, Vincent Ngo, Rex Heftman,

Mardi Parelman, Angel Boyd, David Wilhelm, Mona Patel, Arnie Neff, Kim LaRue

1. Students: Seojin Park, Victoria Miller, Joonseo Lee
2. **Call to Order:**
3. **Approval of Agenda and Minutes**
4. **Committee Reports/other**
5. **Guests:**
6. **New Business:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Item** | **Strategic Goal\*** | **Accreditation Standard\*\*** | **Initiator** |
| 1 | **CRM Update** | 3 and 4 | I and IV | Sonny |
| 2 | **Update on Marketing:** | 3 and 4 | I and IV | Quis |
| 3 |  | 3 and 4 | I and IV |  |
|  |  |  |  |  |

1. **Old Business:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Item** | **Strategic Goal\*** | **Accreditation Standard\*\*** | **Initiator** |
| 1 |  | 3 and 4 | I and IV |  |
| 2 |  | 3 and 4 | I and IV |  |
| 3 |  | 1 and 2 | II |  |

1. **Announcements**
2. **Adjourn:**
3. **Next Scheduled Meeting: November 2, 2023. Location L-209**



**San Diego Miramar College Strategic Goals Fall 2020-Spring 2027**

1. **Pathways -** Provide student-centered pathways that are responsive to change and focus on student learning, equity, and success.
2. **Engagement -** Enhance the college experience by providing student-centered programs, services, and activities that close achievement gaps, engage students, and remove barriers to their success.
3. **Organizational Health** - Strengthen Institutional Effectiveness through planning, outcomes assessment, and program review processes in efforts to enhance data-informed decision making.
4. **Relationship Cultivation -** Build and sustain a college culture that strengthens participatory governance, diversity, inclusion, and community partnerships.

\*\* **ACCJC Accreditation Standards (Adopted June 2014): I. Mission, Academic Quality and Instructional Effectiveness, and Integrity. II. Student Learning Programs and Support Services. III. Resources. IV. Leadership and Governance.**

Marketing and Outreach Committee

*(Includes Academic and Professional Matters)*

**Co-Chair:** Public Information Officer (PIO)

**Co-Chair:** Associate Dean of Outreach

# Committee Membership

|  |  |  |  |
| --- | --- | --- | --- |
| **Administrators (3)** | **Classified Professionals (4)** | **Faculty (6)** | **Students (3)** |
| Associate Dean of Outreach | Public Information Officer | BTCWI Designee | Designee |
| Designee | Designee | Liberal Arts Designee | Designee |
| Designee | Designee | MBEPS Designee | Designee |
|  | Designee | PRIELT Designee |  |
|  |  | Public Safety Designee |  |
|  |  | Student Services Designee |  |

**Purpose/Charge**

To develop, implement and evaluate a three-year marketing plan based on Program Reviews and major college, District, and State initiatives. Other areas to include but not limited to, enrollment management, support and implementation of events and activities, ensure centralized message for branding.

# Committee Responsibilities

* Lead~~s~~ the development, implementation and evaluation of campus-wide marketing and outreach strategies.
* Develop plans to target information dissemination to disproportionately impacted student groups to supporting strategic enrollment management.
* Design~~s~~, implement~~s~~, and facilitate~~s~~, programs and projects affecting communications, outreach, and image of the College both on-campus and in the communities, it serves.
* Review campus wide marketing and outreach needs for college dissemination to reduce duplication of efforts.
* Collaborate~~s~~ with relevant committees, work groups and offices to develop outreach and marketing strategies as needed to support the implementation of major State initiatives.
* Assists departments and programs with the development of public relations materials.
* Provide~~s~~ input into Website design and style parameters that best reflect college image and website marketing needs.
* Report~~s~~ back to respective departments for relevant updates, engage colleagues for support/participation of related events and activities.
* Provide~~s~~ input to District Marketing and Outreach Committee. Ensure consistency where

possible for publications provided to the public.

* Perform work and provide evidence to ensure the college meets applicable areas of

Accreditation Standard III.

# Committee Procedures and Consensus

* Membership term lengths: Unless membership is designated by position, there is a two

(2) year appointment with an option for an additional two-year service, and the possibility of 1 additional term if the position remains available.

* Recommendations made to College Council; recommendations regarding Academic and Professional Matters made to Academic Senate.
* Authority to form taskforces and workgroups related directly to committee charge.
* Plans/Reports: Marketing Plan.
* Quorum: 50% +1 of membership.
* Committee Approval Process: Vote.

# Meeting Frequency

The Committee will meet once per month during the academic year.