**Marketing and Outreach Meeting Minutes**

**San Diego Miramar College**

**October 4, 2023 ● L-209 ● 1 pm – 2 pm**



**Members:** Steve Quis, Sonny Nguyen, Chantal Hernandez (**absent**), Mona Patel, Vincent Ngo, Arnice Neff (**absent**), Kim La Rue (**absent**), David Wilhelm (**absent**), Rex Heftmann, Mardi Parelman, Jordan Omens (**absent**), Angela Boyd

**Students:** Seojin Park (**absent**), Victoria Miller (**absent**), Joonseo “Chris” Lee

**Vacancies:**Student Services Designee

**Guests:** Saribel Morales-Rivera, Brian Hall (ASG Senator)

1. **Call to Order**
2. **Approval of Agenda and Minutes**
3. **Committee Reports/ Other**
4. **New Business:**

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| **#**  | **Item**  |
| **1**  | CRM Update**Nguyen** outlined what has been with the new CRM implementation. Asking for feedback on Main Landing Page for the CRM. Form on page will collect prospective student data. Ensure that it’s accessible and provides essential information. **All** review Landing Page: <https://sdmiramar-6470.page451.sites.451.io/> and provide feedback to smoralesrivera@sdccd.edu. **Parelman** Wording for Programs on current form could be confusing for non-native English speakers. **Nguyen** Will work on editing form accordingly.   |
| **2**  | Update on Marketing:**Quis** unable to discuss with President Lundburg on committee’s involvement in District Marketing funds. He will follow-up with the President during their next meeting. **Quis** Miramar will continue to push the .EDU email. The ASC is holding sessions to aid students in setting up their .EDU email every Thursday. We are campaigning to assist the process. **Ngo** still concerned over students not receiving important Financial Aid information if students are not checking their .EDU email. **Quis** Saturday, October 14th, Invest in Success event, please buy tickets if possible. **Ngo** Proceeds are for scholarships, so encourages everyone to attend. **Quis** shared Transfer Student Marketing Campaign. Videos are already on television, reformatting for TikTok and Instagram. Will be pushing back the launch to March. Campaigns need to target students, parents, and guardians. **Nguyen** Is there a way for us to push out Miramar Campus life ads? **Quis** Thinking of hiring TikTok influencer to produce “Day in the Life” campaigns. **Nguyen** Asks Student Designees what their opinions are. **Lee** We should advertise and promote clubs and student life. Before joining clubs, Miramar was isolating and boring. **Hall** echoes Lee’s sentiment. Miramar provides more than great academics and we should highlight that.  |
| **3**  |   |

1. **Old Business:**

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| **#**  | **Item**  |
| **1**  |   |
| **2**  |   |
| **3**  |   |

1. **Announcements**
* Sunday, October 8th Heart Screening event for providing CPR.
* Event for SDUSD Counselors on December 9th
* New FAFSA application for 2024-2025 academic year. Application will open in December.
1. **Adjourned**
2. **Next Scheduled Meeting**
* **November 2, 2023. 1 pm. Location L-209**