

Marketing and Outreach Meeting Minutes

San Diego Miramar College

April 3, 2024 • L-209 • 1 pm – 2 pm

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

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

Vacancies:

Guests: Saribel Morales-Rivera

- A. **Call to Order**
- B. **Approval of Agenda and Minutes**
- C. **Committee Reports/ Other**
- D. **New Business:**

#	Item
1	Introducing Chase Isadoro Quis Chase is the new NANCe hired for content and videography through Block Grant. Working until May, hoping to extend him to the new fiscal year (24-25). Neff Could look into cross-departmental funding for the future. Ngo Is he available for Super Saturday? Quis Will confirm his schedule. Parelman May 21 st ELAC event is perfect for Chase and content creation.
2	Spending last of the marketing dollars for fiscal year '23'24 Quis had about \$11,000 to spend; keeping the campaign going and expanding to July and August. Using up Block Grant funds and Marketing funds. Cycling impressions with enrollment period. All through iHeart Media.
3	CRM Update Morales-Rivera we've hired 2 NANCe since Alissa left for the District. Working with CTE on their Marketing Plan as a pilot launch for the CRM. Looking into full-time staffing.
4	FAFSA 24-25 Ngo discussing the delays with the rollout of the new FAFSA. We should take advantage of these delays to advertise to our students – there may be issues with FAFSA but Community College is here and affordable. Claros we should advertise that students should still apply for FAFSA even after the deadline (May 2 nd).

- E. **Old Business:**

#	Item
1	
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- F. **Announcements**

- Scholarship Award Ceremony on April 16th 1:30 pm

- G. **Adjourned**

- H. **Next Scheduled Meeting**

- **May 1, 2023. 1 pm. Location L-209**