

MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, May 7, 2014

1-2 p.m., location L 209

1. Chair's Report

- A. Committee representatives/reports to Senates
- B. District Marketing & Outreach Report (Summer 2014 campaign)
- C. Update MOC membership, 2014-2015, Chair election

2. Outreach:

- A. Spring street Fairs
- B. Outreach Report (Nguyen)

3. Publications/Website Updates

- A. SDCCD Alumni Connections & Miramar College Alumni Association
- B. CTE (active), www.sdmiramar.edu/careers, 15 updated rack cards
- C. Updated general folded rack card, *College Degrees. Great Careers.*
- D. Outreach web pages – link to home page
- E. Miramar College website redesign timeline

4. Major Events

Spring 2014

- May 16, 2014, Commencement

Fall 2014 – 45th Anniversary

- 45th Anniversary 2014-2015 proposed activities (Academic Senate, longest tenured faculty; student ambassadors/where are they now?, lists of 45)
- 100th police academy (graduation mid-October)
- New Building Openings Dates
 - Administration Building, Friday, 8/22/14, 9 AM
 - Student Resource & Welcome Center, Wednesday, 9/3/14, 10 AM – 1 PM
 - Fire/EMT Training Center, Thursday, 9/11/14, 9:30 AM

5. Marketing/Outreach

- A. Evening with the Experts
 - Summer availability/AV, LLRC auditorium
 - Maritime Museum proposal, “Tall Ships” – date TBD
 - Proposed NCAA Recruiting Clinic, May 29 (Landicho)
- B. Foundation special projects applications: Increasing faculty participation in Commencement video; Welcome packets, neighboring apartments
- C. Fall Marketing activities

6. Expanded Campus Use Update

Membership: Sandi Trevisan, Co-Chair, PIO, classified; Darrel Harrison, Co-Chair, faculty; Rebecca Bowers-Gentry, faculty; Yolanda Castillejos, classified, AV; Joan Thompson, faculty/EOPS/Counseling; Greg Newhouse, manager/ATT; Sonny Nguyen, classified/outreach; Carmen Martinez-Coniglio, classified/business services; Associated Students; John Landicho, faculty/Athletics representative

Next meeting: September 3, 2014, 1-2 PM, L-209 (tentative)