

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, October 5, 2016 • 1:00 p.m. – 2:00 p.m. • L-209

Members: Quis, Harrison, Thompson, Nguyen (absent), Lynne Ornelas, Yolanda-Castillejos (maternity leave), Buran Haidar, Rod Porter, Mona Patel, Joyce Allen.

Meeting called to order at x:xxpm

A. Updates from Quis:

B. New Business

1-Updated college rack card (tri-fold)-Quis reports that 5,000 new “all-campus programs” rack cards were designed, purchased, and delivered on Sept. 30. Joan Mize did a great job designing them. 4,000 were given to Sonny’s outreach team in time for October’s big high school outreach month. 1,000 were distributed around campus. The PIO office covered the cost out of its 2016-2017 marketing budget. With the budget tight and new programs/courses being added each semester, the decision was made to print only 5,000 in case changes needed to be made to more accurately reflect programs offered by the college.

2-Youvisit Virtual Tour partnership-Quis reports that the final contract was signed on October 3 and submitted to the district office for payment and submission to the vendor. As a result, the first deadline from the vendor was missed by the college for providing a campus map. The vendor would not accept the map without a signed contract and PO. **Gerald Ramsey** and **Lynne Ornelas** have agreed to pay for the project which will cost \$18,900. **Quis** met with the Chairs of each department and sent scripts of each tour stop on 9/23 to the appropriate Chair for feedback and approval. 18 scripts were sent out. The deadline for approval was 9/29. There are several scripts still outstanding. **Quis** was hoping to have scripts sent to the vendor by the first part of the month and schedule the campus shoot for the first week of November so that the tour could be up and running on the college website by December 1, but that likely won’t happen now.

3-Intersession/spring marketing campaigns/ideas- Quis reports that A-frames will go up around campus advertising Intersessions return. Miramar College won’t have many programs to offer, most will be online and the FTES targets are very low, therefore, **Quis** won’t do much more than the A-Frames. Instead, the money will be used to focus on spring enrollments. A finalized list of intersession courses to be offered is still being worked on. **Quis** will likely brand the return of intersession rather than a specific program or programs. As for spring, **Quis** is working with KFMB digital properties to buy ad space on Youtube, in our service area, so as to appeal to younger viewers. Our current TV commercial will run before a Youtube video plays to our target audience which will be the 18-24 demo. **Quis** is negotiating the cost and amount of impressions delivered for campaign and at the current time it is too expensive, but he is confident he will get the price down in hopes of running a 2-month campaign over December and January. Here is how it works: If a prospective student watches the video in its entirety (:30 seconds), the College will pay 15 cents for each completed view up to an improved cap. If the student skips the ad after the required 5 seconds of play, than the college does not pay. If there is money left over, **Quis** will use it for a geo-fencing mobile targeted ad campaign in the surrounding service area. The program or programs that will be advertised will be determined by the deans and **VPI Hopkins**. **Lynne Ornelas** may even provide separate funds for a CTE ad campaign.

4-Outreach update-No outreach representative was present to report.

F. Old Business

G. Place Holders

I. Reports: None

(Please limit each following report to two minutes maximum. If you have any handouts, please e-mail them to Steve Quis ahead of time to be included for distribution electronically.)

Announcements:

I. Adjourn

Meeting adjourned at

*** San Diego Miramar College 2013 – 2019 Strategic Goals**

Goal 1: Provide educational programs and services that are responsive to change and support student learning and success.

Goal 2: Deliver educational programs and services in formats and at locations that meet student needs.

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.

Goal 4: Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community.

Please see <http://www.sdmiramar.edu/institution/plan> for San Diego Miramar College 2013-2019 Strategic Plan.

As a courtesy, please let the College and Academic Senate Presidents know if you cannot attend the meeting.