

# MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, December 6, 2017 • 1:00 p.m. – 2:00 p.m. • L-209

**Members:** Steve Quis, Joan Thompson, Sonny Nguyen, Damaris Garduno (absent), student 2 (vacant), student 3 (vacant), Lynne Ornelas (absent), Yolanda Giang, Rod Porter (absent), Lisa E. Munoz (absent), Jordan Omens, David Wilhelm, Library rep (vacant).

**Guests:** None

## **A. Updates from Quis:**

## **B. New Business**

**1-Intersession/Spring 2017 Marketing-Quis** reports that marketing is in full swing for Intersession and Spring 2018. A geofencing ad is currently being served to local college students at USD, UCSD and San Diego State who might be interested in taking a course for \$46 a unit. The intersession enrollment numbers continue to be strong. **Omens** asked why several classes were in jeopardy of being cut just 4 days after open enrollment began. The committee agreed that that was a question for instruction. There was a discussion about senior secretaries having to go to the district office for people soft training beginning the first of the year and there is real need to get the schedules set before the secretaries leave. Geofencing ads promoting accelerated business and accounting, EMT, overall accelerated degrees and paralegal were launched on Oct. 18 after the conclusion of 8-week fall enrollment. However, these ads did not perform well and were quickly replaced by an overall Intersession 2018 promotional ad. **Quis** checked the click through rates on a daily basis and determined that the College go in another direction. The ads removed from geofencing were turned into A-frames and the messaging was posted around campus. The above geofencing promotional ads were paid for by **Quis'** PIO budget. EMT/Fire Tech received two banners 21 feet by 5 feet long that are now displayed on the corners of Black Mountain Road and Hillery. EMT/Fire Tech also received window cling art work to promote their classes. These promotional items were paid for by **Quis'** PIO budget. Enroll now banners are up and around campus. They were displayed on Nov. 14, the first day of registration by appointment. There are nine of them up. Red and Yellow "Register for Classes Today" signs have been posted around campus. The above items were paid for by **Quis'** budget. A billboard went up on eastbound Miramar Road, just west of Camino Santa Fe on Dec. 4. It will be up until Jan. 29. That billboard will then move to westbound Miramar Road just past Camino Ruiz. This is much better location. The billboard will remain up for a year. It was paid for by President **Hsieh**. Four bus shelters promoting the college are now up in Mira Mesa. There is one on westbound Mira Mesa Blvd just after Black Mountain. One on southbound Black Mtn. Road just after Mira Mesa Blvd. One on westbound Mira Mesa Blvd near the Camino Ruiz shopping center and 4<sup>th</sup> billboard on eastbound Mira Mesa in front of Mira Mesa High School. The initial contract runs from Nov. 2017 through April 2018. However, a deal has been agreed upon to extend those 4 bus shelters through early 2019. These shelters were also paid for by President **Hsieh**. There is a deal in place to extend the 8 wrapped buses through January 2019. This will be paid for by President **Hsieh**. A new marquee is up and functional on Black Mountain Road. **Quis** controls the messaging. He can change the message from his desk. The shorter the message the better. **Quis** is still working to see what colors are the best fit to get maximum views. A ad promoting our new drone program is being posted on social media. **Quis** is working on a Youtube and Instagram ad to debut in the spring aimed at students who get back their rejections from the Cal State and UC systems. A :15 spot has been created. The Virtual Tour is now more prominent on the front page of the college website and as a result, the college is getting many more visitors. A new interactive map has been developed and is now on the college website. The link to this map is located on the front page of the website in the blue bottom section. **Quis** is working to get a printable PDF on the website and to the groups that could use it. This will replace the old map. In early Nov., **Quis** met with the CE chairs and **Dean Ornelas** to develop a CE marketing plan using \$50,000 in strong workforce money for advertising. The creative will remain the same as the fall campaign. Radio spots began running on 93.3fm, FM 95.7 and 101.5 KGB. There are 5 different spots rotating: bio tech, online business, advanced transportation, drone, and overall career education brand. Traffic sponsorship ads, in the duration of :15 begin running on additional San Diego radio stations from 12/11-12/22. They will promote fitness training, investment planning, paralegal and child development. TV spots are running during December on NBC7 during news, late fringe, and early afternoon. Quis has entered into a partnership with Cox Media to purchase nearly 500 tv spots on all San Diego paid tv providers. Spots will air on 5 different networks during Dec. and Jan. The networks are MTV, Carton Network, Comedy Central, Entertainment

TV, CNN, SciFi Channel and Fox News. Cox media has the ability to buy the local breaks on these networks and they will appear on Cox cable, Spectrum, DISH TV, AT&T U-verse and Direct TV.

**2-Mall kiosks-Quis and Hsieh** conducted a site survey of the UTC shopping Center on Dec. 6 to determine the best place for a Miramar College ad that will be paid for by the district. It was determined that a billboard across from Express and a second one across from the Starbucks would give the college the best exposure. Quis sent an email to the district PIO requesting both billboards. Mesa College and City college are sharing a mall kiosk at the Mission Valley mall that is being paid for by the district.

**3-Restaurant fundraisers-Quis** reports that the Jersey Mike's fundraiser held during the last week of October resulted in 97 flyers being redeemed. The Foundation was rewarded with \$291. The check is in the mail.

#### **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:** None

#### **I. Adjourn**

*Meeting adjourned at 2:15pm*

#### **\* 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.**