

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, February 6, 2019 • 1:00 p.m. – 2:00 p.m. • L-209

Members: Steve Quis, Sonny Nguyen, Amir Asgari (absent), Karsten Varleros (absent), Zoey Akbari (absent), Yolanda Giang, Lisa E. Munoz, Jordan Omens (absent), Anh Nguyen, David Wilhelm, Harvey Wilensky.

Guests: Enrique Aispuro, John Loewenberg

Meeting called to order at 1:06 p.m.

A. Updates from Quis:

50th anniversary update: Quis states that the 50th anniversary social media campaign is getting far more engagement than he thought with alumni and building contractors weighing in in the comment section. There is “limited edition” 50th anniversary clothing and items in the campus bookstore.

Entercom Radio meeting: Quis reports that he met with Entercom Radio, who runs several local radio stations, in hopes that they can become the college’s vendor for SEM (Search Engine Optimization) and social media. However, the pricing is way too high at this time to enter into any partnership. Perhaps, the two sides will talk again at a later date.

Strong Workforce marketing update: Quis reports that the radio campaign on Iheart stations in San Diego is underway and will continue through mid-March 2019.

B. Updates from Sonny:

Miramar College Open House/50th anniversary celebration: Sonny reports that this will take place in conjunction with the Science Festival on campus March 9. More info to come.

Signing Day: Sonny reports that NC3 signing day will take place on Feb. 21. His group is putting the final touches on the event. Quis reports that he has pitched the local media and sent out a news release and has a commitment from CBS8 to cover the event.

C. New Business:

E. Old Business

F. Review committee goals and mission

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: 1:36

*** 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.