

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, April 3, 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 (absent).

Guests: Jamie Higgins, John Loewenberg, Alex Stiller-Shulman

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

A. Updates from Quis:

Entercom Radio deal: **Quis** reports that his deal to spend 5K on Instagram campaign to promote summer/fall admissions was cancelled due to budget concerns. As a college we need to stop spending until end of fiscal year per management.

Budget for rest of year: **Quis** reports he has no remaining funding for the fiscal year. MySDCCD will be coming soon and the new summer schedule, but **Quis** has not been provided with any launch dates.

B. Updates from Sonny:

Miramar College upcoming outreach events: **Sonny** reports that our annual Spring Open House will take place April 25. New assessment tool is coming soon. Auto Tech open house is April 25 as well.

C. New Business:

Using employment outcomes and data in recruitment: **Higgins** recently attended a webinar pertaining to using employment data in marketing. She provided a brief overview of what she learned.

Dual enrollment for computer course: **Alex Stiller-Shulman** asked how he could get his computer courses into high schools to be taught. **David Wilhelm** and **Sonny** provided a brief overview on how to do this.

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: John Loewenberg handed out goodies provided by Lexus.

I. Adjourn: 1:52pm

*** 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.