

MARKETING & OUTREACH COMMITTEE MEETING

October 2, 2019 • 1:00 p.m. – 2:00 p.m. • L-209

Members: Steve Quis, Sonny Nguyen, student 1, student 2, student 3, Lisa E. Munoz, Meilani Peleti, Jordan Omens (absent), Anh Nguyen, David Wilhelm, Harvey Wilensky (absent).

Guests: Alan Viersen, Tonia Teresh, Channing Booth

Meeting called to order at 1:03pm

A. Updates from Quis: **Quis** went over the committee goals. And he reminds the committee that the PIO does not oversee the college website. PIO budget is tight for the year. **Quis** used a majority of his funds to keep the Virtual Tour for the campus. That tour gets 100+ views a week. Bus wraps, billboards, geo-fencing, bus benches, social media and radio & TV will not be continued until there is money provided to do so. All the campus deals ran out on July 31, 2019. The campus map is in jeopardy of going away due to lack of funding. With the money remaining for the year, **Quis** is hoping to develop an Instagram campaign that will promote campus and send students to the virtual tour.

B. Updates from Sonny: **Sonny** introduced **Jennifer Pena** as our new outreach coordinator. Placement testing is now gone from outreach office. **Sonny's** office is working on events geared toward industry partners like the Oct. 4 "Discover Your Passion" event and the Nov. 1 "Discover Your Drive" event, Science Olympiad, and Chem Expo. The NC3 signing day in Feb. is being worked on. Actively growing dual enrollment programs and Promise programs students is a high priority for outreach team. The College has about a 1,000 Promise students total.

C. New Business:

1-Tonia Teresh on SSSP plan: **Teresh** runs over the details of Miramar's latest SEP plan and details how the marketing and outreach committee can assist with reaching out to underserved (DI) students. **Teresh** introduced the committee to the Access metric that was worked on by **Sonny** and **Quis** and few others on campus. Community outreach and communication was the area discussed. The goal campus wide will be to develop student success stories that can be promoted via the website, social media and advertisements to showcase off students as role models in the community. Another goal is to include Spanish language media and outreach to parents and guardians of DI populations. Translating promotional documents into the language spoken in our service areas will be a key component as well as exploring new tools in CCC Apply. Review college website. We'll need plenty of faculty to help promote their programs since they are the best ambassadors. **Teresh** asks **Quis** to send out SEP plan document that she is reading from. **Quis** agrees. Extended open houses and communication about those events, plus getting faculty involved will need to happen. The committee enjoyed hearing from **Teresh** and will do its best to assist with these requests moving forward.

2-Channing Booth: **Booth** asked for suggestions in marketing the music program now that it has secured a class in audio engineering (Music 204) for its vocational program that will allow for students to graduate with a degree from Miramar College in his program(s). The committee

offered him some suggestions. **Anh** said counseling can help. **Wilhelm** suggested a flyer and A-frames. **Booth** will work on the website page for music program and is awaiting a reply from the VPI on this issue. **Quis** told **Booth** that **Joan Mize** should have photos of music and audio engineering and **Booth** is more than welcome to use them. **Sonny** talked about an open house type event like BTWCI currently is doing.

3-Marketing & Outreach 6-year plan: This committee has been tasked with completing the 2019-2023 marketing and outreach plan that will be sent to PIEC and become part of the college's strategic plan. **Quis** showed the 2013-2019 plan and read off its two goals. The committee looked at two new goals and will continue to build on this plan as the semester develops. They hope to have it complete by the spring. **Quis** will send out a rough draft to the committee for discussion at the next meeting.

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: 1:56pm

*** 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.