

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, March 2, 2016 • 1:00 p.m. – 2:00 p.m. • L-108

Members: Quis, Harrison (absent), Thompson, Nguyen, Tylar Campbell (absent), Randy Dexter, Captain, Lynne Ornelas, Yolanda-Castillejos, Buran Haidar (absent), Rod Porter (absent), Laura Gonzalez (absent), Greg Newhouse (absent), Rebecca Bower-Gentry (absent), Joyce Allen (absent).

Meeting called to order at 1:05pm

A. Updates from Quis:

B. New Business

1-Summer marketing campaign-Quis reports that the district is handling the summer marketing campaign and spending \$75,000.00 to run television ads on CBS8. The ads should run through August. All 3 colleges plus CE will have both a :30 commercial and a :90 commercial. **Quis** is looking for a student or students to be featured in the Miramar College ad. He has been rebuffed by a handful of students who have declined the invitation to represent Miramar. **Quis** solicited names from the committee to see if anyone knew of any students interested. A half dozen names were mentioned and **Quis** will vet them going forward and attempt to secure their contact information. Filming could start later this month.

2-Invest in Success-Quis reports that event will be May 7, 2016 at a private residence in Coronado. The price is \$100 per person or \$175.00 per couple. **Quis** will contact AV to see if they can staff the event. Items that were normally provided by the college when the event was on campus will now need to be rented. **Quis** asked **Dexter** if he would be able to attend. **Dexter** won't be able to attend, but did offer to find a few scholarship recipients to attend the event, free of charge, to mingle with the paid guests. Any silent auction items would be greatly appreciated.

3-Vernal Pools Tours-Quis reports that a tour of the pools will take place on March 9 on campus and be given by GAFCON representatives. SDCCD board members and community leaders plan to attend. Since the media has already featured the story, and civic leaders plan to attend the tour on March 9, there will be no official grand opening ceremony.

4-America Promise Open House-Dexter reports that his Phi Theta Kappa honors society has tentative plans to host an Open House on April 27 to celebrate President Obama's America College Promise campaign that would offer free community college to qualified students. **Nguyen** suggests that it might be a good idea to move PKT's date to April 19 to piggy back on Miramar's planned Parents Night event. Neither event has a hard date, but both agreed to talk off line about such an opportunity.

5-Campus Ambassadors needed-Nguyen reports that he is in the process of filling 2 vacant positions moving forward. He is looking for 15 student workers to serve as ambassadors and first year mentors on campus. **Quis** has agreed to advertise for the position on social media to boost applications.

6-EOPS Marketing Materials-Thompson asks the committee for ideas on how to better market EOPS/DSPS programs. The rack cards are no longer effective. **Quis** suggests a brochure similar to the Miramar College Foundation brochure. He will get **Thompson** a copy to see if she wants to do something similar. Other ideas were discussed, such as a flash drive with a video on it.

7-Website-Ornales would like to see the College website and the CTE website be more functional. **Quis** will bring the issue to the next website committee meeting.

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 1:41pm

*** 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.