

# MARKETING & OUTREACH COMMITTEE MEETING

Friday, March 3, 2017 • 2:00 p.m. – 3:00 p.m. • L-209

**Members:** Steve Quis, Joan Thompson, Sonny Nguyen (absent), student 1 (vacant), student 2 (vacant), student 3 (vacant), Lynne Ornelas, Yolanda Giang, Rod Porter (absent), Lisa E. Munoz, Jordan Omens, David Wilhelm (absent), Library rep (vacant).

**Guests:** David Mehlhoff

Meeting called to order at 2:08 pm

**A. Updates from Quis:** No update

## **B. New Business**

**1-Co-chair elections-**By a 6-0 vote **Jordan Omens** was selected as co-chair for a period of two years.

**2-Marketing Planning Calendar-Quis** reported that he and Sonny Nguyen are working on a marketing & outreach planning calendar at the request of the president for the remainder of '17-'18 and beyond. Updates are being made and this is a very fluid process. There was a discussion as to where to place a finalized version of this calendar on the website and if an alternate calendar needed to be made so as to not allow our competition to take our plan and make it their own. This is a very comprehensive plan with dates, ideas and funds to be spent. The plan will hopefully be shared at the next meeting on April 5, 2017.

**3-CTE Fall marketing campaign-Ornelas** reports that the Strong Workforce Grant, received by the College from the state and region, will provide marketing funds in the neighborhood of \$85,000.00 for the College to spend on marketing CTE programs and some public safety courses for the Fall 2017 semester. There is a plan in place for tv, radio, digital, and hard copy material for marketing. **Quis** will lead the marketing efforts with feedback from **Ornelas**. He is in the process of selecting vendors and getting pricing for campaign buys which should begin in June. Programs to be marketed have been chosen but for market place competition reasons they will not be announced or made public at this time. **Quis** reminds everyone that TV production costs can be steep. **Ornelas** is also contributing Perkins funds to help off-set the cost of commercial production and these funds need to be spent by June 30, 2017.

**4-Review of funding sources-Quis** reports on the funding channels for his PIO marketing budget. \$17,500.00 a year covers Mira Mesa Living and Mira Mesa Times ad buys, Youtube and Geofencing ad buys for fall, intersession, spring and summer terms. MLK parade ads and sponsorships. The district has provided production costs and tv ad buys for annual Miramar College tv commercial in the amount of \$75,000.00. These ads run exclusively on KFMB-TV (CBS 8). This year's spots are in development and the College has chosen to focus on business programs to promote. **Quis** is working to find students to appear in these ads. SSSP/SEP funds in the amount of \$36,000 were provided last year to develop the College's Virtual Reality Tour, the upcoming interactive digital map and tv sponsorship of the Prep Pigskin Report Student Athlete Spotlight.

**5-Virtual Reality Tour-Quis** shows off the new virtual reality tour on the front of the website. He explains it launched in mid-December and he showed the members of the committee how to share certain areas of the tour with prospective students. This can be done by using the share button on the bottom left corner of the screen. The tour is averaging about 130 visits a week and visitors are staying on it for upwards of 7 minutes at a time. The Outreach team is managing the leads and responding to prospective student inquiries on a timely basis.

**6-summer marketing ideas-**Not covered due to time.

## **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 3:06pm*

**\* 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.**