

**San Diego Miramar College**

# **Marketing and Outreach Plan**

Marketing Plan Strategic Plan Goals 2006-2013

**Marketing & Outreach Plan (Strategic Plan Goals)  
FY 2006-2012**

**MISSION:** Our mission is to prepare students to succeed in a world of dynamic change by providing an environment which values excellence in teaching, learning, innovation and partnership in a setting that celebrate diversity.

| STRATEGY  | ORCHESTRATORS   | TEAM   | IMPLEMENTATION STEPS  | TIMELINE |
|---|---|--|---|----------|
| <b>GOAL 2: Deliver instruction and services in formats and at sites that best meet student needs.</b>   |   |  |   |          |
| 2.2: <i>Expand campus directed outreach, recruitment, marketing, advertising approaches and promotional activities. Funding provided at campus level.</i>                       | Public Information Officer, Outreach Coordinator  | Marketing & Outreach Committee   | Pursue additional advertising funds; seek advertising opportunities (recruitment or image, based on enrollment management needs); expand class schedule distribution;   | ongoing. |
| <b>GOAL 3: Provide campus facilities, programs and co-curricular activities at Miramar College that enhance the college experience for students.</b>                            |   |  |   |          |
| 3.2: <i>Continue to publish and improve a master calendar of campus events to draw the internal and external constituents of Miramar College onto campuses.</i>                 | Public Information Officer, Outreach Coordinator, Webmaster   | Marketing & Outreach Committee   | Electronic calendar of events on website; printed semester calendar of events; inclusion of events section in monthly e-news; event posting on electronic marquee at campus entry, Outreach calendar of events, press   | ongoing  |
| 3.4: <i>Develop and implement programs and approaches that -improve global awareness and student equity -celebrate diversity -foster inclusiveness in our campus community.</i> | Chair, Diversity & Inclusion Committee<br>International Ed Coordinator<br>VP Instruction<br>Chair of Chairs<br>Public Information Officer<br>Dean Student Affairs | Diversity & International Education Committee<br>Curriculum & Outreach Committee<br>Marketing & Outreach Committee | Development of Diversity Rocks! Evening with the Experts presentations, co-sponsored by the Marketing and Diversity/Inclusion committees; feature diverse student photos on class schedule covers and within promotional publications, feature international music at college | ongoing. |
| <b>GOAL 4: Initiate and strengthen beneficial partnerships with business and industry, schools and community.</b>   |   |  |   |          |
| 4.2: <i>Increase the involvement and input of business and industry, educational institutions and community in Miramar College's educational activities</i>                     | Dean Business, Math & Science<br>Dean Tech Careers<br>Dean Public Safety<br>Public Information Officer  | Vocational Education Divisions<br>Marketing & Outreach Committee<br>College Foundation                             | Invite business participation in Career Expo; invite vocational advisory board members to campus events (Outstanding Leader's Luncheon, Scholarship Gala, Foundatoin events);   | ongoing  |
| 4.3: <i>Develop systemic outreach to increase Miramar College's visibility within its service area</i>  | Public Information Officer<br>VP Student Services<br>Outreach Coordinator   | Marketing & Outreach Committee   | Increase annual street fair participation; increase "image" activities in community; increase advertising activities; expand class  | ongoing  |
| <b>GOAL 5: Enhance Miramar College's visibility, attractiveness and reputation for quality and student centeredness in a setting that celebrate</b>                             |   |  |   |          |

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| <b>GOAL 2: Deliver instruction and services in formats and at sites that best meet student needs.</b>  |   |   |   |           |
| 5.2: Build external recognition of Miramar College's<br>-location, programming<br>-accessibility<br>-diversity<br>-quality teaching<br>-programs<br>-student centeredness. | Public Information Officer<br>VP Student Services<br>Outreach Coordinator   | Marketing & Outreach Committee  | Class schedule direct mail includes "On the Move" section/feature; new comprehensive series of college publications and website; press releases & feature pitches on successful students/alumni/faculty profiles; distinguished alumni award; publication of annual report; WE district newsletter, eNews, and annual Community Report; developed marketing plan with MCAS Miramar; develop new theme/tagline (Start here. Get there.) to enforce campus identity. Build image based on new facilities photographs. | ongoing   |
| 5.4: Use systematic outreach to increase Miramar College's visibility in its<br>-service area<br>-business and industry<br>-public schools.                                | Facilities Committee<br>Public Information Officer, Outreach Coordinator  | Marketing & Outreach Committee  | see 5.2   |           |
| 5.5: Showcase Miramar College's talent in the community through a Speakers' Bureau.  | Outreach Coordinator  | Marketing & Outreach Committee  | Speakers Bureau established and promoted on the website and with direct mail to area service organizations and through street fairs.  | 2007-2008 |
| 5.6: Enrich and improve campus<br>-climate<br>-communication<br>-recognition and reputation for quality<br>-student centeredness in a setting that celebrates diversity.   | Chair, Diversity & Inclusion Committee<br>Public Information Officer<br>VP Student Services<br>Outreach Coordinator | Diversity & International Education Committee<br>Marketing & Outreach Committee<br>Morale Committee | Confirmation of college mission statement.  | annually. |