

Marketing and Outreach Meeting Minutes

San Diego Miramar College

October 4, 2023 • L-209 • 1 pm – 2 pm

Members: Steve Quis, Sonny Nguyen, Chantal Hernandez, Mona Patel, Vincent Ngo (**absent**), Arnice Neff, Kim La Rue, David Wilhelm, Rex Heftmann, Mardi Parelman (**absent**), Jordan Omens, Angela Boyd

Students: Seojin Park (**absent**), Victoria Miller (**absent**), Joonseo “Chris” Lee

Vacancies: Student Services Designee

Guests: Saribel Morales-Rivera, Brian Hall (ASG Senator)

- A. **Call to Order**
- B. **Approval of Agenda and Minutes**
- C. **Committee Reports/ Other**
- D. **New Business:**

#	Item
1	<p>Outreach to Community Campus</p> <p>Nguyen brings to the group that campus calls on Outreach to connect and collaborate on events. Asks how this committee/campus. Omens states that if the committee is involved in helping with collaboration it affords everyone on campus the same opportunity to collaborate. Quis concerned that this committee does not meet frequently enough to sustain that operationally. Nguyen this may be a way to demonstrate what we can and cannot do throughout the campus. Heftmann concerned that this may not be efficient.</p>
2	<p>Jets Jump Start</p> <p>Nguyen JJS is a summer orientation for incoming students. Has changed from year to year because there are no institutionalized funds and change of faculty and staff availability. Has primarily fallen on the Outreach office to coordinate. In the last year, Outreach has collaborated with Lisa Brewster. Current question is How can we serve more students, since our biggest venue on campus is the auditorium (only holds 240 people)? Hernandez Limited with capacity, spacing, weather. Would like to have multiple days to better serve students. Nguyen instead of having it in auditorium, maybe on Compass Point or the gym as done previously. This is a call out to the entire campus. If interested in signing up, please follow-up with Lisa’s emails. This is a pilot for an in-person orientation for the Spring – Monday, January 22. Hall asks the logistical issues with the gym. Nguyen previously had to pad gym floor, rent chairs, bad acoustics.</p>
3	<p>Connection between Marketing & Foundation</p> <p>Nguyen calling on Lisa Cole-Jones’ Foundation presentation. Are we doing all that we can? How can we leverage her position and our committee to put ourselves out there for our marketing efforts? Neff doesn’t believe our Foundation is well advertised or known. Nguyen agrees, priority to make it known. Patel is there an opportunity to invite her to this committee?</p>
4	<p>Review Marketing requests</p> <p>Nguyen need to review our Marketing Plan. Neff wants to see how District Marketing funds are benefiting the campus vs how that would look like if each individual campus spent the funds. Nguyen if we establish a process here, we may be able to have a part in Districtwide discussions. Quis asks La Rue what City did with its committee. La Rue City had a yearly plan for Outreach and Marketing on low enrollment, very detailed, every month had a new milestone. Omens so these plans were encouraged from the top? La Rue yes, had full support from the President. Nguyen we will send out Marketing plan and All will review and think about what this committee’s role is in establishing. Neff being new to the committee, would like to know last year’s plan to compare what’s on the new and previous plan. Nguyen last year’s priority was getting the plan done. Quis included the CRM.</p>

- E. **Old Business:**

#	Item
1	<p>CRM Update</p> <p>Nguyen facing challenges on the backend of implementing. Stuck on the logic tree. The benefit of the tool is that we can edit it in house, but that requires 20+ hours a week of labor. A call to anyone who is interested, looking to hire for the backend support to get to our milestones faster. Neff NANCe or Adjunct faculty? Nguyen Open to any possibilities so both.</p>
2	<p>Social Media Position</p> <p>Quis will be reposting the social media position because there was no interest in it as a Project Assistant. Probably as a Professional Expert or Project Analyst.</p>
3	

F. **Announcements**

- Event for SDUSD Counselors on December 9th

G. **Adjourned**

H. **Next Scheduled Meeting**

- **December 6, 2023. 1 pm. Location L-209**