

Marketing and Outreach Meeting Minutes

San Diego Miramar College

May 1, 2024 • L-209 • 1 pm – 2 pm

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

Students: Seojin Park (**absent**), Brian Hall (**absent**), Joonseo “Chris” Lee (**absent**)

Vacancies:

Guests: Saribel Morales-Rivera

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

#	Item
1	<p>CRM Update</p> <p>Nguyen Received Board Approval for Special Project Manager for the CRM and CTE. Serves a way to pilot the platform with a specialized program/population. The District has also decided that they’re ready to launch a CRM for their efforts. There are people in the District who understand the pieces that we need to work on (such as data integration). Great support for our campus launch. Claros Has anything launched for the CRM? Nguyen Not yet, many moving parts. However, the content for a lot has been completed. Waiting for final review to launch. A robust tool like this takes some time to roll out; creating User Guide to be able to spread out to individual programs to launch. Patel With the launch of Handshake have learned the difficulties of launching a new platform. Letting people know that more software is on the way. Ngo How long is our contract with the CRM? Nguyen Miramar 3 years, District 5 years. Claros How do we ensure that District and Miramar marketing isn’t overlapping or contradicting? Nguyen Working closely with the District office to not reinvent the wheel, great way to funnel from District marketing to Miramar.</p>
2	<p>BA program marketing</p> <p>Nguyen Getting a new BA program for Public Safety Management. Want ideas for how to market this new program. Curriculum is still being finalized. The first initial cohort will probably be students who are already here. How can we advertise this so people get the correct information? Specific BA program, not for all programs and certificates. Ngo Data shows that students are really interested in this program. With a BA program it changes Financial Aid packaging. Title IV expires in September 2024, working to ensure that certification is complete and includes all the information necessary for Financial Aid eligibility for the BA program. Nguyen Wants ideas from all our respective departments for how to best market and prepare for this. Patel Career can help provide data. Quis We’ve already completed brochures and Darren is running Constant Contact. Process of building course catalog. Once it’s approved and we know how many seats we have to fill. Should really think about how we can market internally to our students. Claros And what will this program do to work with CPL? Patel Lisa Brewster wanted brochures for all ACPs, reach out to her to see if there is overlap. Nguyen Need to work out logistics. Quis What about funding and staffing? Patel Is this under the new Dean of Public Safety? Nguyen Yes.</p>
3	<p>PC Individual Stories</p> <p>Nguyen Came out of PC – continuing on the theme of “Making the Invisible Visible” by sharing stories from our staff, faculty, students. How can we engage our students outside of the GL? Hernandez Is this staff and faculty sharing stories of bridging the gap with students? Nguyen To bridge the gap amongst our staff, faculty, and students. Want to make sure that people know what’s happening on this campus. Any ideas? Young How can we highlight individuals without causing conflict? Patel Seeing colleagues holistically, how can we see people outside of their roles? Social Media with Q&A, displays outside of Library, little blurbs shared. Learn more about people as people – personal touch. Nguyen Nothing is finalized, looking for recommendations to move forward. Quis believes we should start with the work we’re doing with students instead of staff. Heftmann What’s the call to action to showing these testimonials or clips? Quis Hopefully students interact with this. Claros Make testimonials at graduation? Quis Planning on it.</p>

4	<p>Committee moving forward</p> <p>Nguyen Is this a committee that needs to meet consistently/does it have to be a standalone committee? Quis Difficult for committee to approve all marketing requests the PIO receives. Patel Some marketing campaigns come out of simple things. Hernandez How can we create some structure in the committee for communications? Maybe next year's goal is to figure out how to best reach out to students without bombarding them? (ex: DL, ConstantContact, the CRM). Create strategies/a plan.</p>

E. **Old Business:**

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F. **Announcements**

G. **Adjourned**

H. **Next Scheduled Meeting**

- **Sept. 4, 2024 1 pm. Location L-209**