

MARKETING & OUTREACH COMMITTEE AGENDA

Wednesday, December 4, 2013

1-2 p.m., L-209

1. Chair's Report

- A. Committee representatives/reports to Senates
- B. District Marketing & Outreach Report (Trevisan)
- C. Distinguished Alumni
- D. Foundation Marketing (*attachment*)

2. Outreach:

- A. Street Fairs
- B. Outreach Report (Nguyen)

3. Publications/Website Updates

- A. Alumni Connections
- B. CTE Marketing (Education That Works) – Board Presentation 3/27/14
- C. Web Subcommittee Draft Proposal (Website Ownership – *attachment*)
- D. District Web – new CMS vendor
- E. Outreach web pages

4. Major 2013-2014 Events

- January 23, 2014, Spring Convocation
- March 27, 2014, Board of Trustees Site Meeting
- April 16, 2014, Scholar Fest
- April 16, 2014, Invest in Success
- May 16, 2014, Commencement

5. Marketing/Outreach Proposals

- A. Evening with the Experts
 - Thurs, Nov. 7, 2013, Evening with the Experts: Kevin Petti
 - Thurs, Nov. 14, 2013, Evening with the Experts: SD Harp Society (Joan Thompson), 6-8:30
 - Spring Evening with the Experts
 - Approval of \$100, Photography prints, What I Be photo display (Laura Gonzalez)
- B. Increasing faculty participation in Commencement (Harrison)

6. Expanded Campus Use Update

Membership: Sandi Trevisan, Co-Chair, PIO, classified; Darrel Harrison, Co-Chair, faculty; Rebecca Bowers-Gentry, faculty; Yolanda Castellijos, classified, AV; Joseph Hankinson, classified, job placement; Joan Thompson, faculty/EOPS/Counseling; Greg Newhouse, manager/ATT; Sonny Nguyen, classified/outreach; Shauna Elmone, classified/instruction; Carmen Martinez-Coniglio, classified/business services; Associated Students representatives (Kristina Okhotin, Victor Nakada); Athletics representative (to be named)

Next meeting: February 5, 2014, 1-2 PM, L-209