

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, November 4, 2015 • 1:00 p.m. – 2:00 p.m. • L-209

Members: Quis, Harrison (absent), Thompson (absent), Nguyen (absent), Tylar Campbell (absent), Randy Dexter, Captain, Lynne Ornelas (absent), Yolanda-Castillejos, Rod Porter (absent), Laura Gonzalez, Greg Newhouse (absent), Rebecca Bower-Gentry (absent), Joyce Allen (absent).

Meeting called to order at 1:10pm

A. Updates from Quis: Annual report is complete and will be sent out electronically later this week, perhaps today. Quis has requested \$20,000.00 more in marketing dollars for the upcoming school year for PIO budget. He won't know if he gets for a while. As it stands now, current budget earmarked for marketing efforts is \$7,000.00 and is typically committed before the end of July each year. News releases since 10/1/15: SDG&E grant; Military Friendly (Nov 5 release); NAACLS accreditation, Dr. Woods Teacher of the Year, Transfer Awareness Month, 8-week course offerings, Chem Expo. Media hits: ALICE Training (U-T San Diego), Randy Dexter November Guideposts cover, Dennis Sheean bike ride on KFMB. Active pitches: Randy Dexter KFMB/Ch. 8. 11/10, Military Friendly, SDG&E grant. KUSI t.v. ads are getting good feedback and are running on both Thursdays in early evening newscasts and Friday's during Prep Pigskin Report. The College has also been given a few additional ads per week that run in prime time during TMZ program. Events: Science building opening Nov. 30 and MLK parade (1/22).

B. New Business

1-Spring marketing campaign-Quis says this will be handled by the district for spring, summer and fall of 2016. District is doing about a \$170,000.00 total advertising buy for digital, outdoor and radio for all 3 colleges plus CE. Miramar needs to find a few organic chemistry students with diverse backgrounds for photo shoot for next week. These photos will be part of the campaign.

2-Science building grand opening-Quis reports that the opening is 10am on November 30 on the grass on the north side of both the S6 & S5 buildings. **Quis** and GAFCON are handling the details and planning.

3-Social media update-Quis has tasked **Dexter** with helping to find a strategy to get more students to use twitter. Miramar's twitter feed is growing rapidly in usage and is a great resource for student to learn about daily and future campus events plus news. **Dexter** will talk to ASG about this topic at their next meeting.

4-Vernal Pools grand opening-Gonzalez asked if there were plans for a vernal pools project opening. **Quis** responds that it had been discussed but there is no plan in place. He will look into it. **Gonzalez** has volunteered to write an article of 400 words or less about the project for both WE (district newsletter) and Mira Mesa Living. Deadline is Nov. 20.

F. Old Business

G. Place Holders

I. Reports

(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 1:46pm

*** 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.