

## MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, March 7, 2018 • 1:00 p.m. – 2:00 p.m. • L-209

**Members:** Steve Quis, Sonny Nguyen, Damaris Garduno (absent), student 1 (vacant), student 2 (vacant), student 3 (vacant), Yolanda Giang (absent), Harvey Wilensky, Lisa E. Munoz, Jordan Omens (absent), David Wilhelm (absent), Library rep (vacant).

# This meeting did not meet quorum. Below is a brief synopsis of what was discussed.

**Guests:** John Loewenberg from automotive

**A. Updates from Quis:** Targeted marketing began Feb. 26 for what **Quis** calls “Palomar College new campus marketing,” which is a strategy to retain and recruit north county residents who currently attend Miramar College or are in search of a college. The district also will launch a similar campaign, but it is called “emerging markets” campaign. Palomar College is building a new campus in Rancho Bernardo which is set to open this summer. **Quis** has produced a :15 video spot for Youtube distribution that will target students ages 16-24 that live north of the 56. He was able to purchase the key word Palomar College from Youtube. The spot highlights a pathway for transfer to the UC and CSU systems and highlights the fact that Miramar College students have priority transfer to SDSU. These spots began running March 1 and will continue through the end of May. This time frame was chosen to coincide with students getting their notifications of denial from the UC and CSU schools. **Quis** has also produced a :30 tv spot detailing a pathway for transfer, priority SDSU transfer and vibrant campus life. This spot will run from Feb. 26 through April 29 on cable systems in the north county zone stretching from Escondido down to Coronado. Spots will run during the NCAA tournament. Some spots cost as little as \$10.00. The district will launch a digital ad campaign to the same set of students and will also produce :30 spots that will run in area movie theatres. **Quis** showed the 4 digital ads produced by the district that will highlight priority transfer to SDSU. These ads will include Mesa College, and the last **Quis** heard, the presidents were discussing which ads they liked best at cabinet. A-Frames are also up around campus promoting late start/accelerated 8 week courses that start April 2. The same ads are being geo-fenced to around the area.

### **B. New Business**

**1-Mighty 1090 tabling events:** The Mighty 1090 has reached out to **Quis** to see if the College would be interested in tabling at such events as Padres opening day. The cost is \$3,500.00 a day and provides access to several people at varying events. The committee loves the idea, but recommends not to pursue this avenue due to the cost.

**2-Outreach update-**Sonny updates the committee on upcoming outreach events for the campus. Career Center coffee chats have started whereby an employer visits campus and invites our students to a presentation on what employment opportunities are available. Hyatt is next up. Pt. Loma Credit Union recently stopped by. Spring Open House will be held April 26<sup>th</sup> from 6pm-8:30pm on campus. Super Saturday is May 5 on campus. Outreach is looking to get Continuing Ed students to pursue their degrees at Miramar once they leave their CE programs. As a result, Outreach will host an April 18 event in L-105 from 10am-12pm to target this group for future enrollment.

### **F. Old Business**

### **G. Place Holders**

I. Reports: None

*(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 1:52pm*

### **\* 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.**