

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, April 4, 2018 • 1:00 p.m. – 2:00 p.m. • L-209

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

Guests: John Loewenberg

A. Updates from Quis: Our geo-fencing ads are ongoing. The open house ad is currently being geofenced. Thousands of :30 tv commercials are being run in the Cox Cable zone 1 that includes the north county. The spots are running heavily during Final 4 coverage. Quis even saw one run at the end of the Villanova-Kansas game. The college hit a home run on this because the Aztecs made the NCAA tournament and we placed on TBS for their game against Houston and we had pre bought much of the cable inventory, therefore we had some of the highest rated spots in the county. Quis gambled against the Aztecs and moved out of their potential game 2 for more spots in the Final 4. Turned out the gamble paid off since the Aztecs lost in game 1 and did not play in a second game. Per the president, student feedback showed that the word “accelerate” turned off the students and new adds to promote our second 8-week courses were printed to read “shorten your pathway to graduation and transfer.” This cost to reprint was sizable and will take away from the summer budget.

B. New Business

1-Summer marketing-Quis is looking for any ideas or programs for summer marketing. He has \$128.07 in his budget left for the year. The district has asked what programs that Miramar wants promoted for the summer and Quis has forwarded that list to the VPI and her staff, but with spring break and vacations, he has not heard anything back.

2-Outreach update-Sonny reports that open house will be April 26. Plans are coming along. His office and Lynne Neault’s is also waiting to see how AB19 will look for next year before they proceed with the SD Promise. They are still in a holding pattern, but the plan is for the state to fund all first time, full-time students for year 1 beginning in Fall 2018 and the SD Promise would fund the second year.

3-SDCCD Emerging markets campaign-The district launched its emerging market campaign. There is a :30 spot featuring the 3 colleges currently airing in the Edwards 18 cinemas before each movie. There is also a series of digital ads running throughout the area. **Quis** showed the spots along with Miramar’s own spot to attract Poway Unified School District kids.

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 1:55pm

*** 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.