Marketing & Outreach Plan (Strategic Plan Goals)
FY 2006-2012

MISSION: Our mission is to prepare students to succeed in a world of dynamic change by providing an environment which values excellence in teaching, learning, innovation and partnership in a setting that celebrate diversity.

STRATEGY	ORCHESTRATORS	TEAM	IMPLEMENTATION STEPS	TIMELINE
GOAL 2: Deliver instruction and services in formats and at sites that best meet student needs.				
2.2: Focus campus directed outreach, recruitment, marketing, advertising approaches and promotional activities. Funding provided at campus level.	Public Information Officer, Outreach Coordinator	Marketing & Outreach Committee	Pursue additional advertising funds, seek advertising opportunities (recruitment or image, based on enrollment management needs); expand class schedule distribution; increase street fair participation;	ongoing.
GOAL 3: Provide campus facilities, programs and co-curricular activities at Miramar College that enhance the college experience for stude				
3.2: Continue to publish and improve a master calendar of campus events to draw the internal and external constituents of Miramar College onto campuses.	Public Information Officer, Outreach Coordinator, Webmaster	Marketing & Outreach Committee	Electronic calendar of events on website; printed semester calendar of events; inclusion of events section in monthly e-news; Outreach calendar of events, press releases.	ongoing
3.4: Develop and implement programs and approaches that -improve global awareness and student equity -celebrate diversity -foster inclusiveness in our campus community.	Chair, Diversity & Inclusion Committee International Ed Coordinator VP Instruction Chair of Chairs Public Information Officer Dean Student Affairs	Diversity & International Education Committee Curriculum& Outreach Committee Marketing & Outreach Committee	Offer Diversity Rocks! Evening with the Experts presentations, co-sponsored by the Marketing and Diversity/Inclusion committees; feature diverse student photos on class schedule covers and within promotional publications, feature international music at college and Foundation events; sponsor World	ongoing.
GOAL 4: Initiate and strengthen beneficial partnerships with business and industry, schools and community.				
4.2: Increase the involvement and input of business and industry, educational institutions and community in Miramar College's educational activities	Dean Business, Math & Science Dean Tech Careers Dean Public Safety Public Information Officer	Vocational Education Divisions Marketing& Outreach Committee College Foundation	Invite vocational advisory board members to campus events (Foundation, scholarship, construction-related); participate in company-based job fairs. Join area Chamber of Commerce	ongoing
4.3: Develop systemic outreach to increase Miramar College's visibility within its service area	Public Information Officer VP Student Services Outreach Coordinator	Marketing & Outreach Committee	Increase annual street fair participation; increase "image" activities in community; increase advertising activities; expand class	ongoing
GOAL 5: Enhance Miramar College's visibility, attractiveness and reputation for quality and student centeredness in a setting that celebrat				

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GOAL 2: Deliver instruction and services in formats and at sites that best meet student needs.				
5.2: Build external recognition of Miramar College's *-location, programming* *-accessibility* *-diversity* *-quality teaching* *-programs* *-student centeredness.*	Public Information Officer VP Student Services Outreach Coordinator	Marketing & Outreach Committee	Class schedule direct mail; comprehensive series of college publications and website; press releases & feature pitches on successful students/alumni/faculty profiles; distinguished alumni award; publication of annual report; WE district newsletter, eNews, and annual Community Report; include military outreach in marketing plan with MCAS Miramar; develop new theme/tagline (Start here. Get there.) to enforce campus identity. Build image based on new facilities photographs.	ongoing
5.4: Use systematic outreach to increase Miramar College's visibility in its *-service area* *-business and industry* *-public schools.*	Facilities Committee Public Information Officer, Outreach Coordinator	Marketing & Outreach Committee	see 5.2	
5.5: Showcase Miramar College's talent in the community through a Speakers' Bureau.	Outreach Coordinator	Marketing& Outreach Committee	Speakers Bureau established and promoted on the website and with direct mail to area service organizations and through street fairs.	2007-2008
5.6: Enrich and improve campus *-climate* *-communication* *-recognition and reputation for quality* *-student centeredness in a setting that celebrates diversity.*	Chair , Diversity & Inclusion Committee Public Information Officer VP Student Services Outreach Coordinator	Diversity & International Education Committee Marketing & Outreach Committee Morale Committee	Confirmation of college mission statement.	annually.