San Diego Continuing Education
Marketing Committee

3-09-10 Meeting Agenda

Members: Ranessa Ashton, Jane Signago-Cox, Doug Elliot/Theresa Ortiz, Ron H. Flores, Diane Goldberg, Greg Laskaris, Holly Leahy, Rich McGirr, Lily Mino, Paul Richard, Martin P. Smith

Members absent: Greg Laskaris, Lily Mino

   a. The new brochures have been printed and will be distributed throughout CE campuses beginning the second week of March.
   b. Acrylic brochure racks are being mounted at all campuses (with the exception of Cesar Chavez campus that already has the acrylic racks) near the student services areas, and/or entries and exit. Office Managers at each campus are helping coordinate the racks and will be certain racks are kept up-to-date, stocked, etc. with brochures and course announcement fliers.
   c. It was suggested that the nearby one-stop career centers have supplies of the brochures.
   **ACTION:** All representatives should take information back to the groups they represent to be certain people are informed about the new brochures.
   **ACTION:** Ranessa to e-mail internal resources (e.g. Deans) about making the brochures available to nearby one-stop career centers.

2. Course announcement fliers
   a. The committee reviewed examples of several new fliers designed with the consistent look and common elements within the new templates.
   b. The committee reviewed the paper color examples that match the CE color palette. The paper will be available at each campus for use when copying fliers.
   c. The PIO office will design the fliers, and can print 25 color copies upon request.
   d. The committee agreed to make a recommendation to AGC about using the new look and paper color choices for fliers. It was suggested that information be shared with the senates (classified and academic) before the recommendation to AGC is made.
   **ACTION:** Ranessa to attend an Academic Senate meeting to inform the group about the new look for fliers.
   **ACTION:** Ron and Holly to attend a Classified Senate meeting to inform the group about the new look for fliers.
   **ACTION:** Holly to coordinate with Rich McGirr for an online request for course announcements that will forward to her e-mail.
   **ACTION:** Ranessa to prepare draft recommendation to AGC and distribute to full committee for review and input.

3. Summer class schedule
   a. The committee reviewed cover ideas, specifically photo choices for the cover and agreed we should simplify the photos and use white text for the headline (vs. black).
   **ACTION:** Holly to prepare a new draft of the cover to be distributed via e-mail to the full committee for additional review and input.
   b. The committee agreed to collect input from faculty and staff about the effectiveness of the redesigned schedule via an e-mail survey vs. focus groups.
   **ACTION:** Ranessa to explore options for survey (e.g. Survey Monkey, Zoomerang and Survey Gizmo) and send example survey to full committee for input.
   c. It was suggested that the message from the President in the summer schedule address the reduction in the length of the summer semester, and indicate where students can write/contact the lawmakers with their concerns/input about the cuts.
   **ACTION:** Ranessa to share the suggestion about the President’s message with Dr. Beebe.
4. ABS notebooks
   a. Information about ABS notebooks was shared. The notebooks are produced by a third party vendor ABS (All by Students) and are free to CE. Our commitment is to distribute all of the notebooks to our students.
   b. Student services at each campus distributes the notebooks. The Office Managers are the “gatekeepers” and control inventories.
   c. We expect 5,000 delivered to CE in AUG or SEP.
   d. CE is allowed to submit the cover design for the notebooks, and the first eight pages. There is no cost to CE.
      ACTION: Ranessa to e-mail current designed pages to full committee for review and input about information for pages.
      ACTION: Holly to design pages for fall notebook.

5. Communications plan. It was suggested that the Marketing Committee have a communication plan that outlines priorities based on the DMOC (District Marketing and Outreach Committee) plan, the District strategic plan, and the new CE Cornerstones.
   ACTION: Ranessa to create draft plan for committee review and input

Next meeting Tuesday, May 11, 2 to 3:30 p.m.