

San Diego Continuing Education
Marketing Committee

11-10-09 Meeting Minutes

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: Ron H. Flores, Greg Laskaris

1. New marketing pieces.
 - a. Copies of recent projects were distributed, including the new Job Training/Certificate Program overview brochure and Skills Center grand opening invitations. The new retractable banner signs were also shown. Three new banner signs promote certificate programs in the new Skills Center (Auto, CISCO, and Graphics).
 - b. The committee discussed the broad topic of signage and Ranessa explained that the District office is spearheading a signage project that will include new signage (internal and external) for all CE campuses. Way finding will be included at ECC.
2. Course announcements.
 - a. The committee discussed the need for a more organized and strategic approach to class flier preparation and distribution.
 - b. The committee agreed on various items that should be included on course announcements (e.g. title, location, CE logo, etc.)
ACTION: Ranessa to forward layout ideas to full committee for review/input.
3. Display racks
 - a. The committee discussed the fact that when CE schedules are placed in many of the brochure racks used throughout CE campuses that the cover is not really visible. It was suggested that we consider this when laying out the covers of documents.
 - b. It was suggested that acrylic style brochure holders would be an ideal way to distribute fliers and information. This style of holder would allow people to see the complete document, much like a bulletin board, but also allow multiple copies to be distributed.
ACTION: Holly and Ranessa to visit campuses and determine how acrylic holders could be displayed.
ACTION: Ranessa to e-mail MKTG committee to survey/confirm number of racks that should be ordered per campus area.

Next meeting Tuesday, December 8, 2 to 3:30 p.m.