

San Diego Continuing Education  
Marketing Committee

9-14-10 Meeting Minutes

Members: Ranessa Ashton, Jane Signago-Cox, Doug Elliot/Theresa Ortiz, Pahua Vang, Counseling representative TBD, Greg Laskaris, Holly Leahy, Rich McGirr, Lily Mino, Ingrid Greenberg, Martin P. Smith

Members absent: Counseling representative TBD, Ingrid Greenberg, Martin P. Smith

1. Project updates
  - a. Ranessa and Holly gave project updates and/or distributed examples of the following: ABS notebooks; SLO campaign; Somali ad; two-pocket folders; Endless Possibilities; ESL guides; ESL Destinations; certificate covers; pull-out schedule for Community Education, and promotion of new classes (GED and Outdoor Classroom).
  - b. The committee discussed and reviewed the survey questions for the printed version of the class schedule.  
**ACTION:** Ranessa to incorporate changes and forward the final version to the SDCCD Office of Institutional Planning and Research for distribution, and to the Continuing Education Research Committee.
2. Web site
  - a. Rich and Ranessa lead a review of the section on the web site currently called CLASSES.  
**ACTION:** Full committee to review the section currently called CLASSES and offer ideas for improving this section by making the information more consistent across all pages within this section. (Similar to the recommendations the committee made for improving the printed version of the class schedule by bringing consistency across all programs).
3. Communications Plan
  - a. Ranessa distributed a draft Communications Plan for full committee review and input per an action item from the 3/9/10 meeting when 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 remind full committee of deadline to provide input for the plan.  
**ACTION:** Full committee to work with their respective groups whom they represent, review the plan and forward ideas to Ranessa via e-mail by 10/21/10.  
**ACTION:** Ranessa to compile all input and resend to full committee by 10/28/10.  
**ACTION:** Full committee to review all recommendations during the 11/9/10 Marketing Committee meeting to include appropriate recommendations on the plan.

Next meeting Tuesday, November 9, 2 to 3:30 p.m.