COMMITTEE DESCRIPTION

RESET FORM

COMMITTEE NAME:	Outreach and Marketing		
ACADEMIC YEAR	2020-2021	YEAR FORMED	2013
ADVISEMENT TO	President's Office		

MEETING SCHEDULE	M	W	T	TH	F	TIME	3rd wed of each month from 11-12 pm.
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BACKGROUND	The Marketing and Outreach Committee was formed to advise the Director of Community Relations and Communication
PURPOSE	The purpose of the Marketing and Outreach Committee is to review and analyze marketing, advertising, and recruitment strategies in order to build enrollment, to strengthen campus and community communication, to increase student engagement
TYPICAL ACTIONS/DECISIONS	Work as a team to discuss potential marketing strategies, discuss new advertising ideas, and create a marketing and outreach plan

COMMITTEE COMPOSITION		NUMBER OF MEMBERS	
GROUP	Faculty	NUMBER	3
GROUP	M/S/C	NUMBER	5
GROUP	Classified	NUMBER	3
GROUP	Select	NUMBER	Select
GROUP	Select	NUMBER	Select

COMMITTEE CHAIR NAME:	Janelle Meyers Bird
TERM LENGTHS OF COMMITTEE MEMBERS	2 years
MEMBERS CHOSEN/APPOINTED BY	Constituent group leaders
EXPERIENCE REQUIREMENT FOR MEMBERSHIP	no

ACADEMIC YEAR MEMBERSHIP

NAME	CONSTITUENT GROUP	TERM EXP.
Greg Hicks	Faculty	2022
Jaime Cechin	Faculty	2022
Vincent Poturica	Faculty	2022
Ulises Velasco	M/S/C	2022
Tim Karas	M/S/C	2022
Katie Fairbairn	M/S/C	2022
Minerva Flores	M/S/C	2022
Janelle Meyers Bird	M/S/C	2022
Lauren Simmonds	Classified	2022
Tony Novelli	Classified	2022
Malissa Donegan	Classified	2021
	Select	
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