	Responden	t					
<	3	Janelle Bird	~	110:08 Time to complete	>		

1. Committee Name: *

Outreach and Marketing

2. Committee Chair: *

Janelle Meyers Bird

3. Background and Purpose: *

Reference

text: https://www.mendocino.edu/sites/default/files/committee_handbook_2012_archived_0.pdf (https://www.mendocino.edu/sites/default/files/committee_handbook_2012_archived_0.pdf)

The Marketing and Outreach Committee was formed to advise the Director of Community Relations and Communication. The purpose of the Marketing & Outreach committee is to review and analyze marketing, advertising, and recruitment strategies to build enrollment, to strengthen campus and community communication, to increase student engagement, and to align activities with state and regional initiatives supporting student success.

4. Typical Actions/Decisions: *

Reference

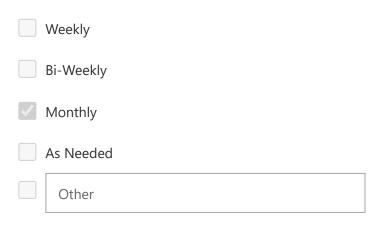
text: https://www.mendocino.edu/sites/default/files/committee_handbook_2012_archived_0.pdf (https://www.mendocino.edu/sites/default/files/committee_handbook_2012_archived_0.pdf)

The Marketing and Outreach Committee works as a team to discuss potential marketing strategies, discuss new advertising ideas, and create a marketing plan within the confines of the budget. The committee also works to maintain branding guidelines for the district.

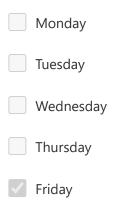
Meeting Schedule

Indicate meeting day(s), time and frequency

5. Frequency of Meetings *



6. Day of the Week: *



7. Time of day: *

10-11 am

Committee Composition

8. Please indicate which groups are represented in your committee and the numbers of members for each group (select 0 if you do not have representation of a specific group in your committee)

	0	1	2	3	4	5	6
Faculty	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Administrator	\bigcirc	\bigcirc	\bigcirc	\bigcirc		\bigcirc	\bigcirc
Classified	\bigcirc	\bigcirc	\bigcirc	\bigcirc		\bigcirc	\bigcirc
Part-Time Faculty	\bigcirc						
Students	\bigcirc						
Manager	\bigcirc						

9. Average Term lengths of Committee Members: *

Select all that apply

	1 year
\checkmark	2 years
	3 years
	4 years
	Nature of Position
	Other

10. Members Chosen by: *

Select all that apply



Position in Constituent Group



Resource Member

Other

11. Experience Required for Membership: *

\checkmark	None
	Other

Academic Year Membership

Please go to this site: https://www.mendocino.edu/college/institutional-research/committee-goalsand-descriptions (https://www.mendocino.edu/college/institutional-research/committee-goals-anddescriptions), click on the yellow link "Committee Membership", download the file and input member names. Then upload the file to this section.

12. Committee Membership 2022

Upload Membership Template - After this, you will be prompted to submit your form. Please check the box "Send me an email of my responses" for your records.



commitee_membership_2022_1_Janelle Bird.xlsx (https://mendocinocollege-my.s...