

Respondent

< 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 *

Weekly

Bi-Weekly

Monthly

As Needed

Other

6. Day of the Week: *

Monday

Tuesday

Wednesday

Thursday

Friday

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Administrator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Part-Time Faculty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manager	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Average Term lengths of Committee Members: *

Select all that apply

- 1 year
- 2 years
- 3 years
- 4 years
- Nature of Position
- Other

10. Members Chosen by: *

Select all that apply

- Constituent Appointment
- Position in Constituent Group
- Employment Position
- Resource Member

Other

11. Experience Required for Membership: *

 None Other

Academic Year Membership

Please go to this site: <https://www.mendocino.edu/college/institutional-research/committee-goals-and-descriptions> (<https://www.mendocino.edu/college/institutional-research/committee-goals-and-descriptions>), 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.***

 committee_membership_2022_1_Janelle Bird.xlsx (<https://mendocinocollege-my.s...>)