

PORTERVILLE COLLEGE

Outreach Committee

PURPOSE

The purpose of the Outreach Committee is:

1. To develop and coordinate marketing and outreach activities which promote college programs.
2. To strengthen collaborative partnerships with our communities.

OBJECTIVE

The objectives of the Outreach Committee are:

1. To improve the efficiency of college-wide marketing and outreach strategies.
2. To develop and implement a plan that integrates marketing, outreach, and public relations.
3. To create and promote a support system for college representatives to work in groups at public appearances.

SPECIFIC TASKS

1. To develop a master calendar for marketing and outreach activities and events.
2. To build inventory for general PC marketing materials and tradeshow/fair supplies.

MEETINGS

Meetings are to be held on the third ~~Friday~~ **Thursday** of each month. The committee chair shall call special meetings as needed.

QUORUM

1. A quorum shall consist of a majority of the members including the chair.
2. A vote will be taken on all matters requiring a vote, and the chair shall cast a deciding vote in all votes ending in a tie.

AGENDA

The committee chair will develop the agenda.

SUB-COMMITTEES

Sub-committees will be designated as needed.

MEMBERSHIP

Dean of Student Success and Counseling.....	1
Director of Enrollment Services.....	1
Athletics Director	1
Marketing & Communications Manager	1
Program Director of Equity and Title V.....	1
Financial Aid Representative	1
Program Manager, Office of Instruction	1
Health Careers and CTE Representative.....	1
Classified Representatives.....	3
Counseling Representatives	2
Educational Advisors.....	2

Faculty Representatives.....	2
Student Representative.....	1
 Total Membership	 18

MEMBERSHIP

Dean of Student Success and Counseling.....	Erin Wingfield
Director of Enrollment Services.....	Vacant
Athletics Director	Gerred Link
Marketing & Communications Manager	Roger Perez
Program Director of Equity and Title V.....	Kimanthi Warren
Financial Aid Representative	John Ortega
Program Manager, Office of Instruction	Reagen Dozier
Health Careers and CTE Representative.....	BillyJean Cabunoc
Classified Representatives.....	Monica Daniels
.....	Analicia Jauregui
.....	Ashley Land
Counseling Representatives	Katherine Figueroa
.....	Christine Okialda
Educational Advisors.....	Connie Oropeza
.....	Antonio Salazar
Faculty Representatives.....	Bulmaro Cisneros
.....	Jonathan Hernandez
Student Representative.....	Vacant
 Total Membership	 18