

MARKETING/PUBLICATIONS COMMITTEE

Charge	This committee oversees and provides input for the use of appropriate and effective marketing and outreach efforts for Grossmont College, including, but not limited to, advertising, publicity and printed collateral, as well as online and social media. Recommendations are made, as appropriate, to the President and other college governance groups. This committee also provides input and implements the college marketing plan and other campus initiatives, as needed, in conjunction with the Enrollment Strategies Committee, and helps to identify resources necessary to support the plan and other related campus initiatives.
Meeting Schedule	Quarterly Friday, November 30, 2012. Friday, March 29, 2013. Friday, May 31, 2013.
Chair	Director, College and Community Relations Faculty Representative
Composition	<ul style="list-style-type: none"> • Director, College and Community Relations • Communications and Public Information Director, GCCCD • Career Technical Education & Workforce Development rep • Admissions and Records representative • Dean of Arts, Languages and Communication • Counseling representative • Dean, Learning and Technology Resources • Creative Services representative • Print Shop representative • Student Services representative • Instructional Faculty representative(s) • Financial Aid representative • Instructional Operations representative • Classified staff representative • ASGC Representative
Adopted	February 8, 2002
Revised	August 29, 2003, August 2012
Notes	
Support Staff	College & Community Relations Clerical Assistant, Sr.