AGENDA:

1. Welcome and Introductions
   Anthony King
   Chair

2. Bridging Campus + Community
   Jericho Tallman
   Director of Marketing and Business Development
   UC San Diego Extension
   Bill Winn
   American Marketing Association

3. Member Updates
   All

May Marketing Council

An Overview of UC San Diego Extension Marketing

A few years ago, Extension’s marketing was scattered, with no true branding or strategy. There was a lack of awareness about what our programs offer. We are responsible for the design and teaching of broad range of programs, professional development skills of community members, and partnerships with local schools. We have 137,000 enrollments annually and are supported nearly entirely by student fees.

Marketing Council Listserv: ucsd-marketing-council-1@mailman.ucsd.edu
Extension offers over 4,200 programs, and each department has a program director that determines courses and certificates.

We are research-driven and industry-based. We have an internal research department to determine the needs of the community and talk to corporate partners to understand sustainable long-term jobs that exist.

Our marketing team: 15 total
- 5 general marketing,
- 4 creative services,
- 4 digital marketing and web development
- 1 communications

Role: branding, messaging, media relations and crisis communications. We are an agency model, with account leads for each program. We want to partner with all of you, we are open to anything, there are no bad ideas!

Did You Know?
- Any full time UC San Diego employee can earn a $500 grant to attend.
- We offer concurrent enrollment for students. Students who are not accepted into UC San Diego can do feeder programs that will count if they ever transfer.
- Extension students are not considered UC San Diego alumni.
- Staff get a 10 percent discount on classes. (We can offer Marketing Council members 20 percent!)

Community Outreach
Many programs are led in the community, including libraries and high school campuses. We offer “Program Your Future,” a high school program where students learn coding, app development and business marketing. We also do SAT/ACT test prep. And we partner with Academic Connections, a three-week summer orientation program, as well as Sally Ride Science.

Bill Winn: American Marketing Association (AMA)

Our vision is to build powerhouse marketers in the San Diego business community. Our programs are education- and network-focused, providing information, resources, international presence and valuable connections. Most people who come to events are not members.

We offer signature events like the Art of Marketing, casual social mixers, small discussion and groups about special interests like content marketing or video. We

Marketing Council Listserve: ucsd-marketing-council-l@mailman.ucsd.edu
UC San Diego
Marketing Council

attract a cross section of brands and agencies, enterprise and small business and consultants and entry and mid-senior levels; it’s a good opportunity for people to mix and mingle.

There are many local organizations like this.

- **SDX** is committed to advancing the marketing & advertising community in San Diego by creating an environment that allows agencies, brands, publishers, and entrepreneurs to connect with what’s next in our industry.
- **PRSA** offers professional development opportunities for public relations professionals, a job board, bimonthly member newsletter, public service program, annual awards program, a new professionals group, social events and an accreditation (APR) program.
- **AIGA** provides educational, career enhancement and social opportunities for students and working professionals in creative fields including graphic design, photographers, illustrators and web developers.

AMA is good for helping people make connections to advance their career or take it in another direction. We help you find resources for projects—do you need a good designer, copywriter, etc. We highlight cutting-edge issues, including what brands and agencies are at the forefront of tackling challenges in marketing. We engage and connect with top brands and agencies. We are a nonprofit, run by all volunteers.

We put together a state of marketing report, with interviews from marketing leaders in visible brands and agencies about what they are doing and seeing. Download it at **Sdama.org/report**. The economy is very strong. The digital revolution has elevated marketing, they are now part of the leadership discussion. But how do you command attention when there are so many competing voices, when attention spans are getting shorter? We need to be part of a discussion rather than just broadcasting online, engage in pop culture and current events. Intuit one of the best digital brand marketers. Evolving demographics—generation Z is just emerging in workforce. The younger generation is focused on transparency, authenticity, cause and purpose.

The Art of Marketing is our flagship conference. We host mini workshops on SEO, careers, email marketing, and feature keynote talks. Storytelling, social media, and video are popular topics. We also discuss how to get people to be fans of your brand.

Unless you’re keeping up with research on latest and greatest, your experience is limited to what you’ve been exposed to in your career. An organization like AMA gives you a chance to learn more about what’s going on and connect with people outside your immediate circle. You have to wear many hats in marketing, how do you get good at each of those things? AMA can help you bridge gaps and find more resources. Email list on website, follow social media channels especially LinkedIn.

**NEXT MEETING:** End-of-the-Year Mixer, Date TBA

*Marketing Council Listserve: ucsd-marketing-council-l@mailman.ucsd.edu*