Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – December 2, 2004

Members Present: Elizabeth Brent, Attila Gabor, Carol Hudson, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski, Kevin Viard
Members Absent: Jose Padilla
Resource People Present: Tom Hetherington
Resource People Absent: Tom Blair, Beth Cataldo
Guests: Tom Boegel, Chancellor Day, Juan Gonzales, Trustee Milton Marks

AGENDA ITEMS:

1. APPROVAL OF MINUTES

Minutes from the November 2, 2004 meeting were approved.

2. DISTRICT COMMUNICATIONS PLAN MATRIX

Chancellor Day and Trustee Milton Marks were guests at the meeting to discuss the Communications Plan. Chancellor Day commended the committee on the work completed thus far. He identified the next step in the process, which involves further developing the plan from an institution-wide perspective. Chancellor Day will meet with Podenski and Lucey to develop a work group to identify key district-wide members who conduct outreach.

Trustee Milton Marks identified several areas of improvement for the Communications Plan. His concerns mainly involved internal communication with emphasis on the need to encourage people to get and use “good information” and identified the Communications Plan as a way to address the “disconnect” between the Board of Trustees and the college, especially the students. Marks encouraged the committee to include mention of the Board of Trustees in the next plan draft. Examples: Trustees play a critical role in promoting the College; they are out in the community acting as voices for CCSF. Trustee Marks also suggested that the committee include a mechanism to evaluate the effectiveness of the plan and its implementation.

3. JOURNALISM DEPARTMENT KIOSK PROPOSAL

Juan Gonzales, Chair of the Department of Journalism, informed the committee on a kiosk proposal. AdCamp, a southern California company, contacted the journalism department with a proposal to install 5-6 kiosks at high-traffic areas on the Ocean campus to dispense the campus newspapers. Each kiosk (33x33x72) has three newspaper dispensing shelves, three display boards, and a recycling bin. In return for the kiosk, which includes bimonthly maintenance, Adcamp would be able to place ads on 2 of the 3 display boards. Adcamp agrees to pay the Department of Journalism $100 per month per kiosk. The arrangement would be in place for 5 years. The discussion following the proposal mainly focused on the two issues: advertisements on campus and the “five” year contract. The committee would like to ask College Advisory for input to inform our discussion and recommendation. The discussion was tabled until the February meeting.

4. COMMITTEE MISSION STATEMENT REVIEW

The current committee mission statement is outdated. It reads: “Recommends policies related to college communications: publications and other media including Channel 27.” The new mission should include KCSF radio and the CCSF webpage as entities in which the committee advises. The new mission will also change CH27 to educational access television channel. Lucey and Podenski will collaboratively revise the mission and post it to the Listserv for review. The committee will finalize the mission statement during the February meeting.