Members Present: Tom Blair, Beth Cataldo, Attila Gabor, Mamie How, Beverlyn Jackson, Joe Jah, Donald Lind, Martha Lucey, Andrea Niosi, Francine Podenski, Jesse Van Fleet

Members Absent: Athena Steff

Resource Persons Present: Tom Hetherington

Resource Persons Absent: Bill Beaver, Arthur Curtis

Guests: Maureen Barend, Maya Novelli, Nadine Rosenthal

AGENDA

1. APPROVAL OF MINUTES
Minutes from the December 2006 meeting will be approved at the next meeting.

2. OLD BUSINESS

A. DIEGO RIVERA BUSINESS CARDS
The use of supply funds or requisitions is not allowed when ordering the Diego Rivera business cards. The cards are expensive compared to the traditional CCSF business cards. Individual faculty/staff/administrators must use personal funds to purchase these cards. The committee reviewed the ordering instructions which do not state that the cards can only be purchased with personal funds. The ordering sheet was unclear as to the acceptable methods for ordering. The committee will investigate whether the Purchasing website is accepting supply funds.

B. MARKETING & PUBLIC INFORMATION REPORT
The Office of Marketing and Public Information has made great efforts for the College's Spring Semester during Fall 2006 and January 2007. Print advertisements were included in 26 ethnic and gay presses; high school recruitment in two bay area guides; over a dozen San Francisco neighborhood newspapers and the mainstream press, which consists of The Examiner, San Francisco Bay Guardian and the San Francisco Chronicle. Over 280 advertising spots on five radio stations ran from December 4th through January 13th as well as some 270 commercials appearing on seven local television channels. Out of state student recruitment efforts involved movie theater advertising in seven states on 146 screens between November 17 and December 14, 2006 via National CineMedia. Screenvision student recruitment ran ads on 31 screens at the Metreon in San Francisco and also in Honolulu between November 10th and December 8, 2006. Adspace in-Mall video advertising ran at the Westfield San Francisco Centre during December 1st to January 31, 2007. Also 115 MUNI transit posters advertised City College.

Marketing efforts have contributed to the increase in enrollment. An increase of twenty percent in new credit students and 3.3 % in credit student head count has been recorded. The number of out-of-state students has grown to 1,499. It was recommended that an article be written for City Currents outlining all of the efforts and the results of college marketing. It was also noted that the Enrollment Management Group meets monthly to strategize increases in enrollment and how to keep students in school.

C. WEB ADVISORY SUBCOMMITTEE
Beth Cataldo reported on an Information Technology Policy committee (ITPC) meeting she attended which was focused on the website redesign project. An outside consultant has already indicated several problems with our current site: no branding; no index; inconsistent navigation; and broken links. Portal technology was suggested to facilitate internal/personalized access and to include student email accounts. The cost of this technology will be separate from the money already earmarked for the redesign project. Most likely, the college will need two RFPs; one for the portal technology and one for the designer. The ITPC and Communication committees will share the responsibility of the CCSF website redesign. This open-enrollment subcommittee will assist on outlining what needs to be done, how deep into the website the redesign will go, etc. The project must have a clear vision before RFPs are written.
D.  EATV-CH27 UPDATE
Maureen Barend reported on the progress of EATV. The city is impressed with City College’s ability to provide educational programming and has given the college another channel, channel 75 (EATV-2). Unfortunately, the college does not have the staffing to operate the second channel. Currently, EATV is working with KRON to access their archive to air. To keep the channel, the college must create more community-based programs. EATV has asked for a minimum of 25 additional staff hours to program and operate EATV-2.

Barend also shared a comparison of other Bay area community colleges and how they staff and operate access channels. City College operates one channel with 2.1 FTE staff and .5 FTE student interns. Peralta Community College operates one access channel with 6.0 FTE staff plus 20 hourly staff on call. Government Access in San Francisco operates two channels with 10 FTE permanent staff. Lastly, Public Access in San Francisco uses 9.5 FTE permanent staff. Clearly, these numbers show the City College EATV provides an outstanding channel with limited staffing. With additional funding, EATV would, undoubtedly, be able to increase their viewer base and create more publicity for the college.

Additionally, Comcast and the City have made an agreement for access channel upgrades. The upgrade will replace the college’s current headend.

3.  NEW BUSINESS
A.  WEB LINK UPDATES AND PROPOSALS
Nadine Rosenthal asked the committee to find a prominent place to link the new Title III Project – Basic Skills – Teaching and Learning web resource (http://www.ccsf.edu/tl). The committee agreed it should be listed on the Faculty/Staff Resources page.

A link to the college’s Master Plan has been temporarily placed on the CCSF homepage bulletin board. The committee feels strongly that the CCSF homepage should remain student-centered.

Jesse Van Fleet, representing Student Organizations, spoke about the new Student Organizations website. The committee members gave advice on content and accessibility issues.