Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – March 2, 2010

Members Present: Tom Blair, Mamie How, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski, Rheana Rios, Laurie Scolari
Members Absent: Attila Gabor, Kimberly Berger, Donald Lind, Athena Steff,
Resource Persons Present: Tom Hetherington
Resource Persons Absent: Kristin Charles, A. Smiley Curtis, David Yee, Beth Cataldo,

1. COLLEGE WEBSITE UPDATE
The committee reviewed the form entitled “Proposal for College Website Home Page.” It was agreed that the name of the form will be changed to “Proposal for Changes to the College Website Home Page.” The form will be made available online on the CCSF Contact Us web page. The chair of the committee will receive all requests and the requests will be reviewed by the committee.

A new version (5.3) of Day Communiqué, the content management system software used to update the college website, has been released and will be installed. The college is currently awaiting a few more pieces from Earthbound Media Group before the updated software will be made available to faculty and staff. The new version has hundreds of improvements. It is easier, more user friendly and more attractive.

2. MARKETING MESSAGE: K-12 STUDENTS AND PARENTS FOR CCSF WEBSITE
The committee reviewed a document entitled, “Marketing Message: K-12 Students and Parents for CCSF Website” presented by Laurie Scolari. The campaign aims to attract college-bound students straight out of high school. One goal of the campaign is to change the image of CCSF as a last resort for local high school seniors to a smart choice. The two main selling points are CCSF’s transferability to UC and Cal State systems and also its low cost. The document content is good and very thorough. It was suggested that the content be pieced out under various targeted audiences when posted on the web. The use of photos of current students accompanied by quotes and/or video was also discussed.

3. DIAMOND JUBILEE CELEBRATION ACTIVITIES
Mugs are already available at the bookstore to commemorate City College’s 75th Anniversary. The mugs are only one item in a series of bookstore products that will be released. September 24th will be the date of the 75th Anniversary Gala taking place in the Wellness Center. Fundraising has already begun. As part of the fundraising effort, Madeleine Mueller has already emailed the CCSF chairs to ask for contributions from the departments. In the week prior to the gala the Broadcast Electronic Media Arts department will celebrate the opening of their new HD studio.

4. CITY CURRENTS UPDATE
It was suggested that in the mass email sent out with each new issue, a headliner showcases an article that may grab a reader’s attention. Also, Patricia Arack, an instructor for the ESL department, is the new editor for City Currents.

5. EATV UPDATE
The production studio is working on the Equity Hearings held at the college last month. EaTV shot the Teach-In and will be editing it next month. The piece on the Study-In at the library cannot be aired because releases were not signed by the participants. Also new is the incorporation of video into City Currents, the college newsletter.