Minutes of the Communication Committee  
Ocean Avenue Campus, Room ArtsX 170 – February 28, 2006

Members Present:  Attila Gabor, Joe Jah, Mamie How, Martha Lucey, Andrea Niosi, Francine Podenski,  
Members Absent: Tom Blair, Athena Steff, Kevin Viard  
Resource Persons Present: Tom Hetherington  
Resource Persons Absent: Bill Beaver, Beth Cataldo

AGENDA

1.  APPROVAL OF MINUTES

Minutes from the January 31, 2006 meeting were approved with minor corrections.

2.  OLD BUSINESS

A.  FLYERS –FOLLOW UP TRANSLATION PROPOSAL

It was agreed that a memo be sent to Dean Skip Fotch.  His final comments are needed for the committee to close this agenda item.

B.  COLLEGE WEB PAGE UPDATE

Procedures for making changes to the front page of the City College website need to be available for people to see and follow. Changes to the front page occur only after the changes are recommended through the Communications Committee to the College Advisory Council. The process to make changes must come to the Communications Committee first; turn around time is about 72 hours.

The committee is exploring the idea of having a Quick Links section on the front page which links to the main schools of the college and cascades into the departments for each school. This idea will be brought to the College Advisory Council. Also, the number of listing under the bulletin section exceeds the guidelines; the guidelines state five listings. The committee recommends that Registration/Enrollment button be a permanent change.

The college front page has two Board of Trustees buttons. This shows redundancy as well as a lean towards an Administrative-driven college website. The committee recommends removing the radio button on the side which links to Board Activities and leaving the main Board of Trustees button.

The committee members all agree that the front page should be student-driven; students are the primary customers. Associated Students ought to assist in future designs of the CCSF website. The committee discussed different methods of obtaining user data which would be helpful in any future redesigns. The benefits of student focus groups and of an online survey with various templates of College front pages were discussed.

C.  EATV-CH27/KCSF RADIO REPORT

Technical arrangements are currently being prepared with LinkTV. CCSF is still waiting for legal counsel to address whether pledge drives on access channels are permissible. LinkTV will draft a contract regarding the pledge drives which allows CCSF to share revenues from pledges
gained within CCSF’s zip code. League of Women Voters would like to air political debates on EAtv-Ch27 using EATV staff. The committee needs to research whether EATV has the staffing and money available. Legal counsel also needs to approve airing a debate of the Trustees on EATV.

D. ESTABLISHMENT OF ADVISORY SUBCOMMITTEES
The College Website Advisory Subcommittee will be an open composition subcommittee. The committee will be made up of two administrators, two faculty members, two classified members and one student member.