Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – March 4, 2008

Members Present: Tom Blair, Attila Gabor, Mamie How, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski
Members Absent: Donald Lind, Athena Steff, Beverlyn Jackson, Denise Dunne
Resource Persons Present: Beth Cataldo,
Resource Persons Absent: Bill Beaver, Tom Hetherington
Guests: Steve Kech

1. APPROVAL OF AGENDA
   Agenda was approved.

2. APPROVAL OF MINUTES
   Minutes were approved from last meeting.

3. OLD BUSINESS
   A. GOOGLE ANALYTICS PROPOSAL FROM WEB ADVISORY SUBCOMMITTEE
      The committee approved EMG’s proposal to use Google Analytics (5 in favor/1 abstained) and will recommend this proposal to the College Advisory Council.

   B. BULLETIN BOARD SECTION – FRONT PAGE WEBSITE – PROPOSAL FOR PERMANENT ITEM
      The Office of Institutional Advancement would like a permanent link placed on the “Please Note!” section of the homepage for fundraising purposes. The intention of this section has always been for temporary announcements. Long ago, the College Advisory Council and the Communication Committee voted and approved no permanent real estate is available under the “Please Note!” section of the CCSF homepage. The committee will recommend that the Office of Institutional Advancement propose a schedule for when they would like a link placed in this section. It was pointed out that certain times of the year are better than others for fundraising (i.e. tax season vs. Christmas). The schedule should reflect this cycle. Additionally, the committee will recommend that a permanent link be placed in the Community Outreach section of the site.

   C. FOLLOW UP – CITY CURRENTS VIA EMAIL
      To promote sustainability, the college aims to reduce the number of paper copies of City Currents produced. The goal is to send out a weekly email with a link to the electronic version of the newsletter. Those who wish to continue receiving the newsletter in paper format will need to send in the coupon/request form in City Currents. This coupon will appear in the newsletter until the end of the semester and a reminder will appear in the first few issues at the beginning of fall semester 2008. The committee recommends this transition period be completed by the start of fall 2008.

4. NEW BUSINESS
   A. CCSF TRADEMARKS AND LICENSING
      The committee will conduct preliminary research into the issues related CCSF trademarks.