Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – April 29, 2008

Members Present: Tom Blair, Attila Gabor, Denise Dunne, Mamie How, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski
Members Absent: Donald Lind, Athena Steff, Beverlyn Jackson,
Resource Persons Present: Beth Cataldo, A. Smiley Curtis, Tom Hetherington
Resources Persons Absent: Bill Beaver
Guests: Tom Boegel, Kristin Charles, Juan Gonzales, Lidia Jenkins, Louise Louie, James Rogers

1. APPROVAL OF AGENDA
   Agenda was approved.

2. APPROVAL OF MINUTES
   April 1, 2008 minutes were approved.

3. CCSF WEB SITE RE-DESIGN
   Cataldo, chair of the web re-design subcommittee led the discussion on the redesign survey and college feedback. Of the three designs EMG presented, Design A was favored by the college community. The committee will recommend that EMG: change the color palette; provide more contrast in top banner, possibly a gradient; place a link to the Board of Trustees on the homepage under the Public Information section; place a link to college’s media sources, like the Guardsmen and EaTV on the homepage under the News section; change the photos to better represent City College; and make the college’s address and phone number more prominent. The committee also voted and recommends the following: 1) Gmail (used for student ccsf.edu email accounts; 2) Google Search; 3) Google Analytics; 4) holding off on assessing the college’s need for a portal until after the redesign; 5) web design A with modifications.

   Cataldo also informed the committee that a small group from the Web redesign subcommittee interviewed three CMS vendors. The group recommended Day Communique as the top vendor.

4. UPDATE: GUARDSMAN NEWSPAPER KIOSK
   Controversy over advertisements placed on the newspaper kiosks around campus has led the committee to review and re-evaluate the contract with Adcamp. The college has requested the Adcamp remove ads for competing programs such as the California Culinary Academy and Heald’s College. When the committee met before on whether Adcamp should be allowed to put kiosks up, the committee recommended that the Marketing Office screen the ads before they are placed. This screening policy did not end up in the final contract. The committee feels very strongly that a process for advanced review be considered in all future ads being placed. Juan Gonzales, chair of the Journalism department, reported that Steve Herman is in contact with Adcamp over the competing ads. He also informed the committee that Adcamp has agreed to remove the ads after six months. Blair motioned that all current competing ads be removed by May 31st and all future ads be cleared by the Marketing Office or the contract be abrogated. The motion was seconded and passed unanimously.
5. **NEW BUSINESS**

A. **PROPOSED CCSF PRIVACY STATEMENT DRAFT**
   The committee reviewed the wording of the new privacy statement and found it to be thorough and descriptive.

B. **PROPOSED ELECTRONIC SCOREBOARD ON FOOTBALL FIELD**
   The proposal provides a new electronic scoreboard on the football field operated by the Physical Education Department. Advertisements would be placed on the backside of the scoreboard facing the highway. This proposal was tabled until next semester.