Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – May 4, 2010

**Members Present:** Tom Blair, Attila Gabor, Mamie How, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski, Laurie Scolari

**Members Absent:** John Heilbronner, Donald Lind, Rheana Rios, Athena Steff,

**Resource Persons Present:** Tom Hetherington

**Resource Persons Absent:** Kristin Charles, A. Smiley Curtis, David Yee, Beth Cataldo

**Guests:** Brandi Machado, Aaron Holmberg, Katryn Wiese, Michael Staton

1. **FACEBOOK FOR HIGHER EDUCATION: PRESENTATION AND DISCUSSION**

   Michael Staton from Inigral gave a presentation on his company’s product, “Schools on Facebook,” a Facebook application made especially for colleges. Facebook has over 450 million users; 50% of those users log in daily and 99% of those users are between the ages of 18-24. Most college students have a Facebook account and they leave it open while working on a computer. Colleges have the opportunity to connect with their prospective and current students through this platform.

   Colleges can and do set up regular Facebook pages for their institutions, but regular Facebook pages do not offer the same capabilities that the Schools on Facebook application does. This application provides more college-specific marketing capabilities because it begins with campus-relevant user profiles. Some added features include: course-specific communities; interest-specific communities; campus relevant user profiles; and department or campus profiles. Students can connect with other students in their class or other students who have previously taken a class or had a specific instructor. The goal of Inigral is to utilize the Facebook platform to provide a social network specific to a given college.

   The question and answer session that followed the presentation focused on student mostly on privacy settings and the difference between a regular Facebook page and the value added by the Schools on Facebook app.

2. **PROPOSAL FOR A “DONATE TO CCSF” BUTTON ON CCSF HOMEPAGE**

   Katryn Wiese spoke to the committee about the need for a “Donate to CCSF” button on the CCSF homepage. She provided a graphic. The committee thought the button should be placed to the left of the “Welcome to CCSF” paragraph and above the Public Information heading. The link will first go to current CCSF Donation Drive; however, the committee discussed the need for a landing page for all donation activities including the Foundation page.