Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – May 2, 2006

Members Present: Tom Blair, Attila Gabor, Joe Jah, Mamie How, Martha Lucey, Andrea Niosi, Francine Podenski, Athena Steff
Members Absent: Lind, Donald
Resource Persons Present: Tom Hetherington
Resource Persons Absent: Bill Beaver, Beth Cataldo
Guests: Maureen Barend and Molly Murphy

AGENDA

1. OLD BUSINESS

A. BUSINESS CARD UPDATE

Both the Communications Committee and the College Advisory Council have approved the idea to offer selected CCSF works of art on CCSF business cards. An outside printer for the business cards has been identified through a bidding process. It is Bayside Printing. Before the cards are offered to the college faculty and staff, the following tasks remain: 1) selection of the images by the Works of Art Subcommittee, and 2) establishment of a process for CCSF faculty and staff members to order these business cards.

Additionally, the Graphic Communication department will be printing plain horizontal (landscape) and vertical (portrait) business cards with the CCSF seal.

B. EATV-CH27 UPDATE

Tom Blair reported on a recent meeting with LinkTV. LinkTV and college representatives reviewed the contract. LinkTV agreed to the contract. The intended target date to switch weekend broadcasts to LinkTV is July 1st. SCOLA will remain on overnight broadcasts. EAtv-Ch27 will reserve program hours on Friday afternoon for SFSU Broadcast Electronic Communication Arts Department student video productions.

C. ESTABLISHMENT OF ADVISORY SUBCOMMITTEES

The committee established two subcommittees and agreed to each of their mission statements. Membership will be open in both subcommittees. Mission statements read as follows: 1) “The College Website Advisory Subcommittee reviews and suggests improvements for the college website front page and the transitional pages that link the front page information to websites for offices, services, and departments;” 2) “The Publications Advisory Subcommittee reviews and suggests improvements for college printed publications such as City Currents, the College Catalog, the College Class Schedule, business cards, and promotional materials such as brochures.”

D. COLLEGE WEB PAGE PROTOTYPE

The committee voted on changes to the front page of the City College homepage. Committee members agreed to switch the navigation around the center circle. It was agreed that student-centered links should move to the right-side of the circle where the background color is white. Generally, this section is in the center of the display screen and one’s eye looks here first. Secondly, it makes sense to lines up student-centered links below the Registration button. Links intended for community members and City College faculty and staff will move to the left-side of the circle.

2. NEW BUSINESS

A. PRESENTATION/PROPOSAL FOR FURNITURE WITH ADVERTISEMENTS
Molly Murphy from MS Media presented the idea of having outdoor shelters and stand-alone advertisement panels throughout the City College campuses. MS Media would provide the shelters and fixtures, work with City College facilities personnel to install them and work with City College custodial personnel to keep them clean and well-kept. In exchange for providing the shelters, MS Media would place advertisements in panels. City College would be able to have a small portion of space to provide City College ads. MS Media would work with the College to identify guidelines on what types of ads are appropriate and acceptable for City College campuses.

The committee agreed to discuss this proposal at the first meeting of the Fall semester 2006; after which a luncheon will be organized with other committees that will need to be consulted. Molly Murphy agreed to present her proposal with a City College emphasis at the luncheon next fall.