City College of San Francisco  
COMMUNICATIONS COMMITTEE  
September 5 --- Meeting Minutes ---

Members present: Attila Gabor (classified), Leonard Arnold (student), Donald Lind (administrator), Joe Jah (classified), Martha Lucey (administrator), Beverlyn Jackson (student) and Francine Podenski (faculty).

Resources present: Beth Cataldo (faculty) and Tom Hetherington (classified).

Guests: Maureen Barend (EATV), Steve Spurling (Institutional Advancement), Mono Simeone (GIS instructor), and Dean Mark Robinson (Student Affairs)

EAtv-Ch27 Report – Barend

Political Forum:
EAtv-Ch27 has partnered with the League of Women Voters, Public Access, and Government Access to produce a series of political forums for the November election. EAtv-Ch27’s contribution will be to produce a political forum featuring all College Board of Trustee candidates moderated by a representative from the League of Women Voters on October 5 in the Gough Street Auditorium. All the forums produced by Education, Public, and Government Access will be aired on all three channels prior to the election.

EATV Production:
Concert and Lecture presentations will be videotaped for cablecast on EAtv-Ch27. Meetings are underway with various departments throughout the college to explore production and programming opportunities for EAtv-Ch27. Maureen is exploring how existing footage taken of games by the teams could be edited into sports highlights for cablecast on EAtv-Ch27. The committee discussed how the Broadcast Electronic Media Arts Department could cablecast live games on EATV in the future for college credit (BCST).

EATV Marketing:
Maureen met with a graduate Business Marketing class at San Francisco State University and proposed that the class create a marketing plan for EATV as a seminar project. The Professor teaching the class will let her know soon if EATV has been selected as a Fall 2006 class project.

Tailored E-Messaging – Spurling

Banner data can be harvested into e-mails tailored to specific target groups to help students move along in their educational process. This approach also has the potential to increase enrollment. Examples: Students could be alerted that by completed one or two courses, they could complete an AA degree or certificate. Cohorts of students could be sent e-mails letting them know they have completed requirements for a degree/certificate and that it important that they apply for the AA degree with a specific deadline listed in the e-mail. When departments add class sections after the class schedule has been printed, an e-mail could be sent to students who have previously enrolled in similar courses letting them know that the course is available. 48,000 e-mails were sent to City College students enrolled in the Spring 2006 semester with information about registering for Summer Sessions. Targeted e-mails were sent to students who had enrolled in online classes letting them know that telecourses are also available. Students who apply to the college but miss their registration date are sent an e-mail reminding them that they can register.

Committee members cautioned that e-messaging should be used with great care to avoid having CCSF students feeling “spammed” by the college. Students should be able to opt in or opt out when they apply to the college, or possibly each time they register. Student members of the committee will invite Steve Spurling to lead a discussion on e-message at Associated Students Executive Council. Leonard Arnold and Beverlyn Jackson will give a report on the student discussion outcomes at the October Communications Committee meeting. Steve Spurling will also be invited to the Department Chair Council for a similar presentation/discussion.

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CCSF Home Page Proposal: Robinson
Proposal to place a direct link to the Athletics webpage on the CCSF homepage.

Athletics is the largest department at CCSF and serves more students than any other department in the college. CCSF Athletics is a profit-making enterprise that both provides and seeks a significant revenue stream for the college and has a national reputation. 411 students compete annually and several teams have won championships. It is difficult to find Athletics on the college website. 97% of college websites throughout the nation place athletics on their home page. Examples: Harvard, Northwestern, Stanford, etc. When alumni, parents and future students visit the college website, athletics should be easy to find. The new Athletics website includes registration, counseling and other college links so if students go to the site from the CCSF home page, they can access all the services they might need --- registration, admissions, counseling, etc. The Office of Student Affairs will soon hire their own (full-time?) Marketing staff member who will be tasked with promoting Athletics and the college’s Concert/Lecture Series. Dean Robinson informed the committee that the new CCSF Athletics web page url will be changed from http://www.ccsf.edu/athletics (is this the correct ccsf url? If not, it should be?) to http://www.rams.com to make the website easier for potential students and alumni to find. The community voted for a bond measure and expects to be able to easily find Athletics on the CCSF home page.

The committee discussed the proposal and suggested that the CCSF Athletic Events Calendar be included in the home page Bulletin Board links. It was pointed out that the college website will soon be completely redesigned. Proposals to add department links directly to the front page can be considered in that process. The discussion was continued to the October meeting.

Google Earth Tours for CCSF Website – Simeone
Proposal to add a Google Earth tour feature to CCSF maps on the homepage.

Google Earth Tours applied to CCSF campuses, buildings, and maps was demonstrated to the committee. Response was enthusiastic. The committee asked Mone Simeone to demonstrate the proposed CCSF map enhancement at the CAC meeting Thursday, Sept. 7. Could others who were present please fill in with more details? Thanks!

Marketing and Public Information Report – Lucey
After conducting an advertising campaign to recruit out of state students, our of state enrollment doubled in Fall 2005. The campaign continued and Fall 2006 out of state enrollment doubled once again. Currently the number of out of state students at CCSF exceeds the number of international students, generating $1.5 million in tuition and fees paid directly to the college. Advertisements for the college have been placed in 38 neighborhood newspapers, 6 college newspapers, seven radio stations, and numerous television stations and channels. 326,000 postcards “Start Your Bachelor’s Degree at CCSF” were mailed to promote the Fall 2006 semester. This past academic year 50,000 students did not follow up on their registration appointments. In collaboration with Admissions and Financial Aid, the Marketing/Public Information Office now e-mails a reminder to students within 48 hours of a missed registration appointment.

Respectfully submitted,
Francine Podenski