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

Members Present: Tom Blair, Joe Jah, Mamie How, Martha Lucey, Andrea Niosi, Francine Podenski
Members Absent: Attila Gabor, Beverlyn Jackson, Donald Lind, Athena Steff, Dave Whitaker
Resource Persons Present: Beth Cataldo, A. Smiley Curtis
Resource Persons Absent: Bill Beaver, Tom Hetherington
Guests: Tom Graham, Louise Louie, Joanne Low

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES
   Insufficient number of members present to reach quorum.

3. OLD BUSINESS
   A. FACULTY PHOTO ID DESIGN
   Faculty voted in late May 2008 to go through the Shared Governance process to design their Photo ID card. The first meeting to discuss the cards occurred on September 2 because many faculty are not on campus during the summer months. The faculty expressed the need for the card to look different than the student ID cards, especially for the purpose of entering buildings during emergency situations and evacuations. College Advisory Council approved the Faculty ID card design on September 4. Podenski has coordinated with AFT2121, the Academic Senate, and the administration to contact the vendor. Three distinct faculty ID cards examples are being designed and will be available for faculty to view soon. AFT2121 and Academic Senate leadership will review the designs and select one for implementation. Faculty will have the choice of the following titles: Faculty; Professor; Librarian; and Counselor. Podenski will email the three comp/designs to the members of the Communications Committee for review as soon as they are available. Admissions and Records will handle the implementation and distribution of faculty ID cards, which will begin during January 2009 FLEX. AFT2121 will arrange for those faculty members who have an urgent need for ID cards to have them made prior to January. Additionally, it was noted that the student, classified and faculty ID cards do not indicate a year. Committee members suggested that annual dated stickers be distributed for the ID cards in the future. It was recommended that other college working models should be looked at best practices in this area.

B. WEB SITE ADVISORY SUBCOMMITTEE
   Beth Cataldo reported that web site usability testing occurred on September 16th and 17th. EMG is currently having conference calls with representatives of various college departments (Admission & Records, Library; Campuses, etc) to develop wireframes that express website functionality. A conversation ensued on whether common terminology and standardization of the placement of main sections within the secondary navigation bar was needed for easy navigation within departmental sites. The committee can recommend this standardization through shared governance when we reach that point in the redesign process.
C. EATV UPDATE
D. JOURNALISM KIOSK UPDATE
Tom Graham, acting Chair of the Journalism department spoke on the new kiosks on Ocean campus. The president of AdCamp, the company in charge of the kiosks, informed Graham that the Healds College ad will come down on October 5, 2008. He also reported that the California Culinary Academy (CCA) ad will be down on January 5, 2009. These ads will not be repeated. To avoid further controversy regarding ads placed on the kiosks, the committee asks that AdCamp run all potential ads through the CCSF Marketing Office for approval before going into contract. Joe Jah remembers from earlier committee meetings that AdCamp had agreed to six month cycles with the ads. Graham will ask AdCamp about the CCA ad because this ad was placed on April 7, 2008.
An additional problem with the kiosks is that they are open-faced and Ocean campus is quite windy. Papers blow out because of the wind and get wet because of the rain. Graham will ask if it is possible to put doors on the kiosks. Alternatives to doors include covers or weights. Graham will also talk with AdCamp and the campus deans to see whether either is interested in placing kiosks at the other campuses.

4. NEW BUSINESS
A. INTEGRATED DISTRICT MARKETING PLAN
A comprehensive marketing plan will be developed and implemented under the auspices of Communication Committee in 2008-09, in collaboration with the Offices of Public Affairs, Academic Affairs, International Education, and Outreach & Recruitment. The purpose of the plan is to integrate outreach and recruitment projects that seek to increase credit and noncredit enrollment. To accomplish this objective a workgroup is being put together. Associated Vice Chancellor Joanne Low, Associate Dean Lori, Scolari, and Dean Martha Lucey have already been identified as members of the workgroup. This workgroup will be publicized in City Currents with an invitation for all interested parties to join the workgroup.