Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – October 3, 2006

Members Present: Leonard Arnold, Beth Cataldo, Attila Gabor, Joe Jah, Mamie How, Martha Lucey, Donald Lind, Andrea Niosi, Francine Podenski,
Members Absent: Beverly Jackson, Athena Steff
Resource Persons Present: Tom Hetherington
Resource Persons Absent: Bill Beaver
Guests: Maureen Barend, Mark Robinson, Steve Spurling

AGENDA

1. REVIEW AND APPROVAL OF AGENDA
   Agenda was approved.

2. APPROVAL OF MINUTES
   Minutes from September meeting were approved.

3. ELECTION OF COMMITTEE CHAIR FOR 2006-2007
   Francine Podenski was re-elected as committee chair for another year. She graciously accepted.

4. OLD BUSINESS

   A. EATV-CH27 UPDATE
      Maureen Barend provided the update. Upcoming election coverage will air during three consecutive Friday slots on EATV-CH27, eight hours in total. Coverage will be advertised in City Currents. EATV will begin collaborating with Bayview Hunters Point Center for Arts and Technology (BAYCAT), a nonprofit youth group. BAYCAT works primarily with middle and high school students, training them in digital media. BAYCAT does great work. EATV would like to run their programs during the after school time slot. EATV is also working toward providing CCSF football highlights as well as providing public service announcements for spring semester recruitment in foreign languages. Languages include: Russian, Cantonese, Mandarin, Tagalog, and Spanish.

   B. TAILORED E-MESSAGING UPDATE
      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. Departments with low enrollment could use this form of communication in an effort to inform students about new classes, final registration dates, etc. Committee members cautioned that e-messaging should be used with great care to avoid having CCSF students feeling “spammed” by the college. The committee agreed that students should be given the opportunity to opt in/out of receiving college announcements. CCSF should explore ways to provide an opt in/out checkbox in the registration process. Steve Spurling presented the idea of e-messaging students to the DCC. The DCC showed interest. Also discussed was the need for a centralized process so that the various entities (i.e. Admissions & Registration; Research & Planning, Banner, individual instructors) who email students work together. A distinction was made between e-messaging CCSF announcements and an instructor’s right to use email as a form of communicating with students.

   C. COLLEGE WEB PAGE UPDATE
      There is increased interest to redesign the college website. The idea of having a dynamic site should be explored.

   D. COMMUNICATIONS PLAN DRAFT UPDATE
      The Communications Plan draft will be reviewed by committee members this month and discussed at next month’s meeting. Once it is agreed upon, the draft will be sent to the Board of Trustees, Academic Senate, DCC for comments.
5. **NEW BUSINESS**

A. **ATHLETIC CREST – MARK ROBINSON**
   Mark Robinson, Dean of Student Affairs, presented the committee with the Athletics Department crest. The committee is in support of trademarking the crest.

B. **EATV-CH27 ADVISORY SUBCOMMITTEE**
   EATV-CH27 subcommittee was unanimously agreed upon. Efforts to establish the subcommittee will move forward.