Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – October 2, 2007

Members Present: Tom Blair, Joe Jah, Andrea Niosi, Francine Podenski
Members Absent: Donald Lind, Martha Lucey, Athena Steff, Denise Dunne, Mamie How, Beverlyn Jackson
Resource Persons Present: Tom Hetherington
Resource Persons Absent: Bill Beaver, Beth Cataldo,
Guests: Maureen Barend, A. Smiley Curtis, Stephanie Rosenberg

AGENDA

1. APPROVAL OF AGENDA
2. APPROVAL OF MINUTES
3. OLD BUSINESS

A. REPORT FROM WEB ADVISORY SUBCOMMITTEE
   The Board of Trustees authorized the contract with Earthbound Media Group (EMG) for the Redesign of the College Web Site, Resolution No.: 070927-B6. The resolution provides $200,000 for the first three phases of the project. The resolution also provides an option to extend the contract to implement the portal and CMS systems at the cost of another $200,000. The Board applauded everyone’s efforts thus far in the process.

   Beth Cataldo will act as project manager for the faculty. She will work with Richard Middaugh and EMG to put together a workscope proposal and contract. The first phase will focus on the technology components. The following issues will be addressed: the pros and cons of tying all employee computer services to a single html-based portal; the implications on systems security with this HTML-based approach; an analysis of alternative technological approaches together with a cost comparison; and the justification of proceeding with a single sign-on approach.

   Focus groups and surveys will be conducted before the end of the fall semester. The college will seek participation in the focus groups district-wide as well as through such channels as the Guardsman; City Currents and EATV.

B. EATV - CHANNEL 27 & 75 UPGRADE AND PROGRAMMING
   Maureen Barend reported on the upgrades taking place with the two college public access channels. Currently, both channels are moving toward digital and off VHS tape stock. The old system was failing and change needed to occur. In a few weeks both channels will be completely digital. The staff is currently running both VHS and digital and checking for potential problems.

   Channel 27 has four new shows this year: 1) Bay Area History Project - vintage documentaries and news reports from decades past of the San Francisco Bay Area, produced by KRON-TV; 2) The Rites of Passage - a contemporary coming of age story set in a talk show format that is a collaborative community space by and for young women of the Bay Area; 3) In Your Face Sports - an in-depth look into Bay Area sports and the athletes; 4) election programs produced in partnership with the League of Women Voters in San Francisco. New programs are aired twice a week. The election programs will air on Friday afternoon. Currently channel 75 is running satellite programming. Once EaTV gets its programs in the new system, then they will be aired. This switch is likely to occur next semester. When the entire upgrade is finished EaTV will move forward and try new things. Currently Channel 75 offers arts channel and UCTV during primetime hours.

   A question was posed as to whether the closed captioning would transfer over when VHS is transferred to digital. The captioning should transfer. Once the current installation is complete, the telecourses’ captioning will be monitored all the time. It was also noted that public, education and government channels (PEG) are exempt from mandatory captioning. This exemption is likely to change in the future.
EATV remains understaffed despite the twenty percent increase in staffing hours granted last spring. When compared to other access channels, EATV has minimal staffing. Additionally, the television studio needs upgrading.

C. CITY CURRENTS EMAIL DISTRIBUTION
The committee briefly discussed electronic distribution of City Currents. The option to receive City Currents in online format only via a weekly email was discussed. The goal is to reduce the number of printed copies not replace the printed copies entirely. Reducing the number of printed copies will save the college money and support environmental efforts to reduce printed materials. Also discussed was the need for all faculty and staff at City College to have a ccsf.edu email account. Staff who would rather use their outside email account could simply use the automatic redirect function in Groupwise to receive their ccsf.edu emails in their personal accounts.