Minutes of the Communication Committee  
Ocean Avenue Campus, Room ArtsX 170 – November 1, 2005

Members Present: Tom Blair, Attila Gabor, Joe Jah, Donald Lind, Matha Lucey, Andrea Niosi, Francine Podenski, Athena Steff, Allen Tam

Members Absent: Mamie How, Kevin Viard

Resource Persons Present: Beth Cataldo, Tom Hetherington

Resource Persons Absent: Bill Beaver, Arthur “Smiley” Curtis

Guests Present: Dean Skip Fotch, Claudia Novoa, Patricia Arack

1. APPROVAL OF MINUTES

Minutes from the October 3, 2005 meeting were approved.

2. OLD BUSINESS

A. ART BUSINESS CARD PROPOSAL

Patricia Arack presented additional images for the cards selected from City College works of art. The committee expressed support for the project.

The Business Card Project will be presented to the College Advisory Council (CAC), after the following tasks have been completed: 1) a selection has been made of five or six images which represent all major cultural groups in the college community; 2) sample business cards with the images are ready to present; 3) the project implementation details are more fully worked out. Details include: the approach to an RFP for a union printer; a strategy for how faculty will order and pay for cards; and what office will be responsible for handling and tracking funds.

After considerable discussion, the Communications Committee concluded that it is premature to return for a second presentation to the CAC this Thursday, November 3, because the tasks the CAC gave us to do prior to returning with the proposal are not yet completed. If the Works of Arts Committee members can complete the above tasks by the next Communications meeting, the committee could review the updated proposal and then carry it to the CAC in December.

B. EATV WORK GROUP REPORT

Tom Blair reported that at the last meeting the group discussed possibility of incorporating Link TV a day or two on weekends or overnight. The group agreed that Link TV is higher quality programming than SCOLA. One issue that needs resolution is whether or not program service fundraising is admissible on a public access channel. The group would like to get a written response to this issue from the Department of Telecommunications and Information Services.

C. FLYER TRANSLATION PROPOSAL

The committee has a very short discussion on the proposal requiring all flyers and other promotional materials approved for posting to include an English translation. The committee is waiting to hear the campus deans’ response to the proposal before making any recommendations. Claudia Novoa, from the Guardsman attended the meeting and asked a few questions. She had written an article for the Guardsman on this issue.

D. CITY CURRENTS ONLINE

The committee would like to see a weekly district-wide email put out every Monday with a link to the online version of City Currents. Joe Jah agreed to work on this issue. Some members expressed the need for the online version to have a .PDF option for printing.
3. NEW BUSINESS

A. CCSF PUBLIC UPDATE FROM MARKETING/PUBLIC INFORMATION OFFICE

Martha Lucey reported on the extensive advertisement campaigns CCSF has continued to promote. In July and August, CCSF had ads in 21 Bay area newspapers as well as 16 San Francisco neighborhood newspapers and 55 king size posters in transit advertising (BART stations and MUNI buses). Broadcast media between May and August 2005 included: 1,260 spots via Comcast; 85 spots on Univision Channels 14 and 66; and 48 spots on KTSF Channel 26. The CCSF 70th Anniversary Celebration mailer was sent to 350,000 San Francisco households in May 2005. Another postcard entitled “Great Careers Start at City College,” features prominent individuals such as Danny Glover, Shaun O’Brien on the cover. The postcard informs about noncredit eligibility for financial aid, "Citizenship and ESL" flyers were distributed in October at a half-dozen neighborhood street Fairs in San Francisco, and the same flyers are also being distributed in San Francisco immigration offices and in about 100 immigration law offices in the SF Bay Area.

CCSF also ran out-of-state recruitment ads between March and April 2005 in movie theaters on the East Coast: 147 screens, 11 cities, and 10 states. The increased enrollment in out-of-state students for Fall semester was 700.

B. PROPOSAL TO FORMALIZE WORKGROUPS INTO SUBCOMMITTEES

This agenda item was tabled until the next meeting on November 29th, 2005.