Minutes of the Communication Committee
Ocean Avenue Campus, Room ArtsX 170 – Nov. 30, 2010

Members Present: Tom Blair, Felix Cabrera, Joe Jah, Andrea Niosi, Francine Podenski
Members Absent: Michael Brandt, Attila Gabor, Gohar Momjian, Samuel Santos, Athena Steff,
Resource Persons Present: A. Smiley Curtis, Tom Hetherington
Resource Persons Absent: Beth Cataldo, Kristin Charles, David Hotchkiss, Laurie Scolari, David Yee,
Guests: Aaron Holmberg

1. APPROVAL OF AGENDA
Agenda was approved.

2. APPROVAL OF MINUTES
Minutes were approved.

OLD BUSINESS

1. CCSF WEB PAGE PROPOSALS
   A. Content Management Support for Accreditation
      Tabled until next semester.
   B. Suggestions from Aaron Holmberg
      1) Holmberg suggested adding a prominent alumni page to show prospective students why they should
         choose CCSF. The old alumni page is difficult to find and its audience is not prospective students; instead
         the page is to support alumni. The committee recommends the college go forth with a new alumni page.
         Martha Lucey began working on a project similar to this before she retired. She may have some text and
         images relevant to the project.
      2) Holmberg suggested adding the PDF for finals under Upcoming Events on the homepage, with a
         statement about how to find out when and where. The committee will recommend.
      3) The committee will recommend linking to the Concert & Lectures Series calendar once it is completed. It
         will appear under the Calendars heading on the CCSF homepage.
   C. Facebook Ad
      The board would like to advertise CCSF on Facebook. For the ad image to work, the college will have to
      make a dummy page with the CCSF logo image. Currently, when using the CCSF homepage as the main
      address, Facebook pulls the Donate Image off of the homepage. This image sends the wrong message to
      potential new students. Joe Jah will create the dummy page and Francine Podenski will post the ad.

2. EATV- VOD STREAMING
   The committee will review the Granicus proposal and demo in December. The date for the demo is set for
   December 6th in Arts 170x. Granicus is a software program that allows sharing meetings or events through a
   convenient web portal. Capital funds can be used to pay for the service. The only cost to the college is
   an annual licensing fee of 15K. Essentially, the college could archive Board meetings, Concert &
   Lecture events, and lectures.

NEW BUSINESS

1. CCSF SP11 MARKETING CAMPAIGN
   Media outlets being used for CCSF advertising next semester include: radio; television; neighborhood
   newspapers; Comcast channels; KPIF; the Examiner. A full page ad targeting working adults will run in the
   Examiner. Money is leftover from savings and discounts received from the media outlets. The committee is
   recommending the college make 8 1/2x11 posters. The campaign is: Learn More Now, Earn More Later.”