

## COMMUNICATION COMMITTEE AGENDA

Friday, October 11, 1:00 – 3:00 p.m.

President's Conference Room

Presenter	Agenda item	Time	Outcomes/next steps	Completed or bring back date
Troy	Call to order: <ul style="list-style-type: none"> <li>Adoption of the agenda</li> </ul>	1 min	approved	
	Public comment and announcements	2 min		
Chris & Troy	Committee beginning of the year checklist <ul style="list-style-type: none"> <li>Priorities and pre-priority meeting</li> </ul>	5 min	<i>Information, discussion</i>	
Chris & Troy	Guided Pathways participation <ul style="list-style-type: none"> <li>Standing reports</li> <li>Shift from “teams” to “projects”</li> <li>Realignment of participation</li> <li>Communications liaisons in all areas</li> <li>Pedagogy? Others?</li> </ul>	10 min	<i>Information, discussion Each meeting will have standing guided pathways meeting</i>	
Jessica/Kim	Meeting with Celina Shands – audit consultant <ul style="list-style-type: none"> <li>Update on meeting</li> <li>Recommendation to committee</li> <li>Next steps</li> </ul>	20 min	<i>Information, discussion, next steps Understands guided pathways, know what they are doing, has experience with the system. They had done their homework. Worked with chancellor's office. Consumer's journey audit, Branding visual. Cohesive. First step communications audit They used language that students are looking for. Group voted to move forward with hiring consultant.</i>	
Rosa	Racial Justice Task Force Communication sub-group <ul style="list-style-type: none"> <li>Wednesday RJTF meeting</li> <li>Bathroom messages (underway)</li> <li>Campus wide banners/images</li> <li>Racial justice webpage</li> <li>Communication opportunities</li> </ul>	10 min	<i>Information, update Issues for discussion? Needed support. Formed a group to deal with communications sub-group. Reforming group with safe-spaces. Partnering. October 15, safe-spaces meeting group. Good starting place. Still need a RJTF. Recapture energy – campaign. Work will involve multiple groups. Processes. Justice</i>	

			<i>resources webpage under faculty staff. Mostly education focused. Students will build DVC org sync to also hold information. Banners thoughts and decisions. Bret discussed his racial justice musical group. Communications with students about forums with president. Town Hall.</i>	
All	Identify areas of communication <ul style="list-style-type: none"> <li>• Needs and challenges</li> <li>• Major categories (sub-committees)</li> <li>• Audiences, methods and participation</li> <li>• Website</li> <li>• Campus calendars</li> <li>• Social media</li> <li>• Monitors</li> <li>• Email newsletters</li> <li>• Communication plans (Bakersfield College)</li> <li>• Other ideas</li> </ul>	45 min	<i>Information, discussion, decision</i>	
All	Other			
<b>ON DECK: FOR FUTURE MEETING</b>				
Chris	Develop vision for Communication Committee <ul style="list-style-type: none"> <li>• Re-visit committee charge</li> <li>• What is our role with college wide communication issues?</li> <li>• Current priorities and parking lot issues</li> </ul>	As time permits		

**Membership:**

1. Marketing Director – Chrisanne Knox
2. Senior Dean of Career and Community Partnerships – Beth Arman
3. Outreach Manager - Kim Christiana
4. Dean/Equity and Student Engagement – Open?
5. Sr. Web Administrator - Ken Statham
6. Faculty – Bret Peppo, Music
7. Faculty --Troy Bennett- ArtDM
8. Classified Staff –Jessica Martin

9. Classified Staff -- Gabe Harven

10. San Ramon Representative – Jennifer Tejada

Six members required to meet quorum

Standing guests\*: Mark Akiyama, John Fogli, Percy Roper, Al Solano (GP Consultant)

\* Non-voting – does not count in quorum