

**COMMUNICATION COMMITTEE  
AGENDA  
Friday, May 10, 1 – 2 pm, L-151**

**Membership:**

1. Marketing Director – Chrisanne Knox
2. Senior Dean of Career and Community Partnerships – Beth Arman
3. Outreach Manager - Kim Christiana
4. Dean of Equity and Student Engagement - Rosa Armendariz
5. Sr. Web Administrator - Ken Statham
6. Faculty – Bret Peppo, Music
7. Faculty --Troy Bennett- ArtDM
8. Classified Staff – Allison Albright
9. Classified Staff -- Gabe Harven
10. San Ramon Representative – Jennifer Tejada

Six members required to meet quorum

| Presenter    | Agenda item  | Time   | Outcomes/next steps | Completed or bring back date |
|--------------|--|--------|---------------------|------------------------------|
| Chris        | Call to Order: <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Adoption of the agenda</li> </ul>   | 2 min  |                     |                              |
|              | Public comment and announcements   | 3 min  |                     |                              |
| Chris/Laurie | PRT review <ul style="list-style-type: none"> <li>• Announce PRT visit</li> <li>• Review PRT work to be completed</li> <li>• Monitors – purchasing, placement, installation and governing – Gabe update (email)</li> <li>• Charging stations – purchasing, placement and installation. Where are we with this?</li> <li>• Student Advisory Council update</li> </ul> | 10 min | <i>Discussion</i>   |                              |

|                   |  |        |   |  |
|-------------------|--|--------|---|--|
| Chris/all         | <p>Consultant tasks</p> <ul style="list-style-type: none"> <li>• Assist with analysis of existing current publications and electronic communications around entry and connection.</li> <li>• What should be included in scope of analysis?</li> <li>• What is the audit evaluating? <ul style="list-style-type: none"> <li>○ Consistent messaging</li> <li>○ Metrics</li> <li>○ Branding</li> <li>○ Gaps</li> <li>○ Gunning Fog score</li> <li>○ Student friendly vocabulary</li> <li>○ Inclusive language</li> </ul> </li> </ul> <p>Consultant selection process</p> <ul style="list-style-type: none"> <li>• Criteria (characteristics, experience)</li> <li>• Deliverables</li> </ul> | 25 min | <i>Discussion and action</i>                      |  |
| Chris/all         | Authorize sub-group to hire consultant during summer   | 10 min | <i>Discussion and action</i>                      |  |
| Group             | Committee chairs, meeting dates and note taker for fall  | 5 min  | <i>Discussion and action</i>                      |  |
| Rosa, Beth, Chris | <p>Racial justice communication action team</p> <ul style="list-style-type: none"> <li>• recommendation for non-emergency texting to students</li> <li>• overlapping interests</li> </ul>  | 5 min  | <i>Information, discussion and recommendation</i> |  |