

COMMUNICATION COMMITTEE MINUTES
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"> • Introductions • Adoption of the agenda 	2 min		
	Public comment and announcements	3 min		
Chris/Laurie	PRT review <ul style="list-style-type: none"> • Announce PRT visit • Review PRT work to be completed • Monitors – purchasing, placement, installation and governing – Gabe update (email) • Charging stations – purchasing, placement and installation. Where are we with this? • Student Advisory Council update 	10 min	<i>Discussion</i>	
Chris/all	Consultant tasks	25 min	<i>Discussion and action</i>	

	<ul style="list-style-type: none"> • Assist with analysis of existing current publications and electronic communications around entry and connection. • What should be included in scope of analysis? • What is the audit evaluating? <ul style="list-style-type: none"> ○ Consistent messaging ○ Metrics ○ Branding ○ Gaps ○ Gunning Fog score ○ Student friendly vocabulary ○ Inclusive language <p>Consultant selection process</p> <ul style="list-style-type: none"> • Criteria (characteristics, experience) • Deliverables 			
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"> • recommendation for non-emergency texting to students • overlapping interests 	5 min	<i>Information, discussion and recommendation</i>	