

**COMMUNICATION COMMITTEE MINUTES**  
**Friday, November 22, 1:00 – 3:00 p.m.**  
**President's Conference Room**

<b>Presenter</b>	<b>Agenda item</b>	<b>Time</b>	<b>Outcomes/next steps</b>	<b>Completed or bring back date</b>
Jessica	Call to order: <ul style="list-style-type: none"> <li>Adoption of the agenda</li> </ul>	1:00	<i>Agenda was amended to include a note about Guide Pathways meeting notes and communication plan. Agenda unanimously approved as amended.</i>	Completed
All	Public comment and announcements	1:01	None	Completed
Chrisanne	Share outcome of the RFP proposals	1:03	<i>After reviewing all 3 RFPs, we decided to go with Full Capacity Marketing for stage 2 of consultant work. They are currently working on phase 1 and will have an update for Knox next week.</i>	Completed
Chrisanne	Student Advisory Council update on branding	1:15	<i>SAC is working with students on tag lines, visioning statements, and the personal student experience (entry, through, out). They suggested the Communications Committee use the student input as inspiration for our new theme and tag lines.</i>	Completed
Chrisanne	Monitors: back to original plan - need decision Charging stations: need decision	1:30	<i>The biggest cost will be networking cables. Percy can help identify ideal locations. His dept. will also be installing monitors in the LC. Choosing indoor monitor locations and pricing them out will be a subgroup task. We learned that the charging stations are a liability because scammers are replacing cords and/or outlets with information stealing versions of the same. They can easily infect your device with malware. Committee</i>	Coming back next agenda

			<p><i>agreed that we won't supply cords, but could supply stations students can sit at with their own cords. Ken will connect with Gabe to price out stations and decide what to do.</i></p>	
Tri-Chairs	List of tasks and committee member sign-ups	1:45	<p><i>Tri-chairs created a task list and asked members to sign up for these subgroups.</i></p> <p><b>Banner project:</b> <i>to seek out priority locations, determine how many, consider how often to rotate/update them, and check with other schools to see how they do them. Subgroup members: Rosa, Bret, Jen &amp; Beth</i></p> <p><b>Web search terms:</b> <i>do searches on the DVC website for top things that need to be found in each area. Use variable search terms and see how the results vary: everyone</i></p> <p><b>Blogging system:</b> <i>set up a blogging calendar and seek out bloggers who will commit to regularly blogging something about their area: Jessica, Troy, Beth</i></p> <p><b>Monitor Project:</b> <i>as mentioned above, seek out prime indoor locations for 10 new monitors in priority order; make recommendations on whether some should only show info about academic programs, college events, or a combo of the two.</i></p>	In progress
Chrisanne/Kim	Website terminology	2:15	<p><i>The committee needs to help choose consistent terminology for the college. For example: term vs. Semester- which word should we use? The idea is to ease confusion and consistency amongst our web</i></p>	In progress

			<i>info. This is part of an ongoing conversation.</i>	
All	Discuss cancelling 12/6 meeting that conflicts with GP event	2:38	<i>There should not be a 12/6 meeting- it was a mistake on some calendars. The next meeting should be 12/13, but the group agreed that those who are here on the 13<sup>th</sup> would meet with their subgroups and work on those individual projects rather than having a regular meeting.</i>	Completed
Becky	Board Docs demo and committee discussion on it	2:40	<i>Becky Opsata came and did a demonstration of Board Docs software. The college is moving toward using that software for capturing meeting agendas &amp; minutes, and making them publicly accessible. Satish at the DO has to set up the accounts for us.</i>	Completed
<b>ON DECK: FOR FUTURE MEETING</b>				
Chris		As time permits	N/A	

**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 – Rosa Armendariz
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