

COMMUNICATION COMMITTEE MINUTES
Friday, April 10th, 1:00 – 3:00 p.m.
Online Zoom Meeting

✓ = Action Items

Presenter	Agenda item	Time	Outcomes/next steps	Completion/ Resumed Date
Troy	Call to order: <ul style="list-style-type: none"> • Adoption of the agenda • Approval of 3/13 meeting minutes 	2 min	<i>Agenda approved unanimously</i>	3/13/20
	Public comment and announcements	20 min	<ul style="list-style-type: none"> • Comment that previously publicly accessed meeting was effective. • Discussion of possibly making future meetings publicly accessible. <ul style="list-style-type: none"> ✓ 1st meeting of the month, final 30 min open to public feedback and contribution via Zoom. • Recommended to all committees via Zoom. • Open question whether meetings will continue online and/or back to in-person after restrictions are lifted. • Question for possible classified staff member addition. <ul style="list-style-type: none"> ✓ Must go through Classified Senate. 	
Chrisanne, Kim	DVC glossary/terminology report	10 min	<ul style="list-style-type: none"> • Why we need Clear language (previously called Equitable language) <ul style="list-style-type: none"> • “Equitable” carries numerous connotations and usage, target audience unclear. • Clear language needs to be achievable by all audiences in regards to website content, brochures, general college information for prospective students. • Consistency • As a policy it will free Marketing to edit content based on Clear language guidelines, with notifications. 	

			<ul style="list-style-type: none"> • Example list available for core words • Inconsistent terms guidelines • Glossary of well used terms including the complexity scale link. <ul style="list-style-type: none"> ✓ Will post link for committee. Please print and add notes/recommendations to discuss at next meeting for College Council finalization. 	
Ken	DVC blogging and editorial calendar	10 min	<ul style="list-style-type: none"> • DVC Media Center features: <ul style="list-style-type: none"> • Top Left: 3 highlighted articles • Top Right: In the News other publications highlighting our school. • Bottom Left: 5 most recent articles • Bottom Right: 5 most recent news • Top bar: Categories that will filter articles with corresponding tags • Discussion of blog name variations to avoid confusion for IT/Media Services. <ul style="list-style-type: none"> ✓ Media Hub • Online training for editorial calendars tentatively available next week. • Discussion if there will be a guideline document available to share of what is appropriate content submissions for the blog. <ul style="list-style-type: none"> ✓ Ken will make one available that cites examples, also will be addressed in the online training. • Brief discussion in regards to blog announcement <ul style="list-style-type: none"> ✓ Collectively can be discussed, approved before finalizing. 	
Communications Office	Decentralization of communications	10 min	<ul style="list-style-type: none"> • Discussion of communication challenges especially working remotely. • Identify what should happen to centralize communication. <ul style="list-style-type: none"> ✓ Suggested categorized website or storage area to keep record of outgoing emails that were sent to everyone that can be conveniently accessed. • Comment expressed that students do not have a way to check for pertinent informational emails 	

			<p>that have been sent out; nor faculty not aware of who received what email.</p> <ul style="list-style-type: none"> ✓ FAQs and homepage have up to date information for students. ✓ Emails that have been sent to students were also sent to faculty notating that the students received that email. 	
All	DVC Email policy – BCCs and transparency	5 min	<ul style="list-style-type: none"> • Discussion mitigating the send all issue. <ul style="list-style-type: none"> ✓ For “All” groups enter in BCC but include a notation at the top of the email that clarifies who the email was sent to. ✓ Recommend to become policy 	
Chrisanne	Full Capacity Marketing – online communications initiatives sparked by COVID-19 pandemic	10 min	<ul style="list-style-type: none"> • Previously mentioned in last meeting to amend or add onto original proposal. • Reported John Fogli said, “Things are moving along with survey.” <ul style="list-style-type: none"> • There may be new aspects to think about; who targets are, what messages should be sent to those targets, reaching new audiences. • Wanted to revise survey questions and how it was conducted to be able to reach technology disadvantaged students. <ul style="list-style-type: none"> ✓ Amended their contract. • Question if we know what the additions are <ul style="list-style-type: none"> ✓ Have not conducted the survey yet. 	
Ken, Chrisanne	DVC Search /Survey for terms and expected results	10 min	<ul style="list-style-type: none"> • Discussion about how to better search terms to improve search results. <ul style="list-style-type: none"> • Guided survey for people that can capture what search terms would be best for their programs. ✓ Please share terms with Ken to improve search results. • Suggested that employees who cannot do their job unless on campus can help out with the survey. • Reaching out to more employees may get more diverse search terms. <ul style="list-style-type: none"> • Question how do we alert those employees? 	4/24

			<ul style="list-style-type: none"> ✓ Via managers after clarifying the assignment 	
Troy	Continuing committee meeting format	5 min	<ul style="list-style-type: none"> • Discussion of possibly making future meetings publicly accessible. <ul style="list-style-type: none"> ✓ 1st meeting of the month, final 30 min open to public feedback and contribution via Zoom. 	
All	Future agenda items and Other	10 min	<ul style="list-style-type: none"> • Good initiatives for this committee to discuss, progress on improving weaknesses. <ul style="list-style-type: none"> • Please give some thought and aggregate any future projects or make recommendations. • Suggested change of current content monitor layout: background, extra content around the main content conflicts and distracts from main content. <ul style="list-style-type: none"> • Proposal for no template and fill the full screen like a previous layout. • Transparency necessary on: <ul style="list-style-type: none"> • Who determines what is on screen. • Who oversees layout. • What is the process for making changes to that. • Question email distribution list process unclear <ul style="list-style-type: none"> ✓ Create Sys-Aid request ticket to make changes. ✓ Only District make changes to these lists, except for some managers that can edit members to existing lists. • Question internet and computer accessibility for students <ul style="list-style-type: none"> • Suggestion to survey students and faculty on continued students' needs. ✓ College has provided laptops, headsets, and some software for necessary majors ✓ Distribution Days 	

ON DECK: FOR FUTURE MEETING

Chris, Ken	Search Survey results	As time permits	N/A	
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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 Amendariz
5. Sr. Web Administrator – Ken Statham
6. Faculty – Bret Peppo, Music
7. Faculty – Troy Bennett, ArtDM
8. Classified Staff – Jessica Martin
9. Classified Staff – Open
10. San Ramon Representative – Jennifer Tejada

Six members required to meet quorum

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

* Non-voting – does not count in quorum