

## COMMUNICATION COMMITTEE MINUTES

**Friday, April 24<sup>th</sup>, 1:00 – 3:00 pm via Zoom**

**Guests:** Kat King, Rick Robison, Anne Kingsley, Mario Tejada

**Members Present:** Chrisanne Knox, Troy Bennett, Jessica Martin, Beth Arman, Kim Christiana, Rosa Armendariz, Bret Peppo, Ken Statham, Jennifer Tejada

**Standing Guests Present:** John Fogli, Percy Roper, Lynda Letona

Presenter	Agenda Item	Discussion/Summary	Outcome
Chrisanne	Call to order: <ul style="list-style-type: none"> <li>• Adoption of the agenda</li> <li>• Approval of 3/13 meeting minutes</li> </ul>	<ul style="list-style-type: none"> <li>• Motion to approve agenda               <ul style="list-style-type: none"> <li>– Agenda approved with Kim’s Clear Language addition.</li> </ul> </li> <li>• Motion to approve 4/10 meeting minutes.               <ul style="list-style-type: none"> <li>– Minutes approved unanimously.</li> </ul> </li> </ul>	Include Clear Language to the next meeting agenda.
Chrisanne	Digital monitors content advisory and overview	<ul style="list-style-type: none"> <li>• Recommendation (if possible after discussion) to go back to full screen/no template.               <ul style="list-style-type: none"> <li>– Format currently too busy, department information gets diluted.</li> </ul> </li> <li>• Committee agrees policy is necessary.</li> <li>• Open discussion on possible policy guidelines:               <ul style="list-style-type: none"> <li>– Prioritization of messages</li> <li>– Clarity of what can be put up and can/cannot be taken off.</li> <li>– Communication on content changes that happen.</li> <li>– Identify department point persons that have access to the computers.</li> <li>– Shared repository to keep track of staffing changes in Communications Committee SharePoint, including SRC.</li> <li>– Communications Committee should have oversight over message monitors on campus.</li> </ul> </li> <li>• Suggested Keith to share relevant college-wide messages with SRC.</li> </ul>	Chrisanne to provide a draft policy by next committee meeting tentatively.
Jessica	Demo for Grow@4CD	Demo followed by Q&A	For more information or demos please contact Jessica Martin.

Chrisanne, Kat, Anne	Distance Education Communications	<ul style="list-style-type: none"> <li>• Canvas Global Announcements Open <ul style="list-style-type: none"> <li>– Limited use for crucial messages that are directly tied to instruction and targets a majority of students.</li> </ul> </li> <li>• How do we connect the communication systems?</li> <li>• Avoid overload of information on Canvas that may distract students.</li> <li>• Use of instructors to pass on notifications to students.</li> <li>• Commons vs Copy/Paste 60 Seconds announcements: <ul style="list-style-type: none"> <li>– Copy/Paste from 60 Seconds shows more personability.</li> <li>– Commons may be too complicated for notification utilizations.</li> </ul> </li> <li>• Commons can hyperlink out to announcements with graphics.</li> <li>• Consistency of 60 Seconds.</li> <li>• Training may be helpful.</li> </ul>	<ul style="list-style-type: none"> <li>• Chrisanne to meet either individually or with a small group to create guidelines on how to communicate at the college.</li> <li>• Report out to College Council.</li> </ul>
All	DVC Email BCC's – recommend becoming policy	<ul style="list-style-type: none"> <li>• Best practice for BCC's: Include notation at the top of the email to clarify who the email was sent to. <ul style="list-style-type: none"> <li>– Mitigates "Reply All" issues.</li> <li>– Provides transparency.</li> </ul> </li> <li>• IT to test a shared online repository for some emails</li> </ul>	<ul style="list-style-type: none"> <li>• Report out to College Council.</li> <li>• Troy to double check handbook for best practice policy.</li> </ul>
Chrisanne	Full Capacity Marketing Communication Audit	Tabled until next committee meeting.	Chrisanne to send out information prior to next committee meeting.
Chrisanne	DVC glossary/terminology report: Clear Language	<ul style="list-style-type: none"> <li>• Clear Communication document feedback.</li> <li>• Shorten the words, shorten the sentences, or both, for improved readability.</li> <li>• Improves ability for students to search.</li> <li>• Ideal for Marketing for clarity and conciseness.</li> </ul>	<ul style="list-style-type: none"> <li>• Report out to College Council.</li> </ul>
All	Annual End-of-the-year Committee Self Evaluation	<ul style="list-style-type: none"> <li>• Items to List: <ul style="list-style-type: none"> <li>– Banner project</li> <li>– Clear Language</li> <li>– Hired Full Capacity (twice)</li> <li>– Guided Pathways incl. videos.</li> <li>– Media Hub</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Due May 20<sup>th</sup></li> <li>• Bret to email Chrisanne with banner bullets.</li> <li>• Look through previous meeting</li> </ul>

			minutes for more ideas to add to list.
<b>REPORT OUT TO COLLEGE COUNCIL:</b>			
<b>ON DECK FOR FUTURE MEETING:</b>			
<b>PUBLIC FORUM:</b>			

**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

Note Taker: Kathleen Kim