# Year-end Report of the Student Communication Subcommittee of the Student Success and Assessment Committee

## Action Items from 2012-2013 Committee Charge

**At the October 3, 2012 meeting of the SSAC a subcommittee on Student Communication Management was formed, with Sally Murphy appointed chair, with a charge to investigate best practices and develop a plan to improve communication with students.**

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>Website Evaluation</td>
<td>Review and evaluate CSUEB Website from a student’s perspective</td>
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<tr>
<td>Website Development</td>
<td>Develop a single site for easy student access to needed information</td>
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## Accomplishments

**Members:** John Whitman (SCAA), Ilana Samuels & Amanda Segura (PEMSA Outreach), Rhonda Johnson (Fin Aid), Martin Castillo (Housing)  

Peer Mentors and personnel from Project Impact and Accessibility Services were asked to evaluate the CSUEB Website. There is a general consensus that the Website is difficult to navigate and it is difficult to find needed information. Along with making information available to students, there is a need for inter-divisional communication so that faculty and staff in all areas are aware of what is happening in other divisions.

AACE is holding 6 open houses for freshmen this month, and asking a brief 5 question survey. One of the questions is how would you most like to hear from us. Bliss will share the results with SSAC when they are compiled.

CSUEB website review made by each member of the committee made it clear that we are NOT clear in our communication:  
1) no single page to see deadlines for new students (frosh and transfer) that include admission and records, financial aid, housing, and the like.  
2) Many important items are not on first page of the relevant department webpage (e.g. SIR button, Early Start registration,  
3) Too much written in ‘academese’ not in plain English need to translate into common terms. Also need to translate into the languages of the families so they can better support their students.

The subcommittee was restricted in moving forward with Website redesign due to the pending hires in University Advancement, both at the VP level and within University Communications.

## Goals for 2013-2014

### Must haves

- **ONE PAGE**, located on both the prospective and current student page, with all critical deadlines (so needs to be updated quarterly): application, housing, financial aid, EOP, official documents, orientations, fall class start date, Early Start dates/requirements, fee payment deadline and video on HOW TO use MyCSUEB. Each deadline or information would have a link to the unit’s webpages for more specific and detailed info and ways to get more information.

### Want to haves

- Calendar (or a variation on that theme) that highlights of all relevant upcoming deadlines for matriculated students on the current student webpages.