## Communication Subcommittee

### 2015-2016

<table>
<thead>
<tr>
<th>DATE</th>
<th>AGENDA</th>
<th>MINUTES</th>
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<tbody>
<tr>
<td>8/11/15</td>
<td>Agenda</td>
<td>Minutes</td>
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<tr>
<td>9/15/15</td>
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<td>10/12/15</td>
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<td>11/9/15</td>
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<td>8/8/16</td>
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<td>8/29/16</td>
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<tr>
<td>9/12/16</td>
<td>Agenda</td>
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### Semester Conversion Communication Sub Committee

8/12/15
2:00 - 3:00 PM
SA4350

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley

**Scribe:** Amanda Eberhart

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>2 p.m.</td>
<td><strong>Introductions</strong></td>
<td>McCrea</td>
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<tr>
<td>2:10 p.m.</td>
<td><strong>Current Status of Communication Plan</strong></td>
<td>McCrea</td>
</tr>
<tr>
<td></td>
<td>(Office of Semester Conversion)</td>
<td>J. Bliss</td>
</tr>
<tr>
<td></td>
<td>(Office of University Advancement)</td>
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<tr>
<td>2:20 p.m.</td>
<td><strong>Brainstorming</strong></td>
<td>All</td>
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<tr>
<td>2:40 p.m.</td>
<td><strong>Develop Three-Year Strategic Plan</strong></td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>(Target audiences and timeline)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Marketing Strategies)</td>
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<tr>
<td>2:55 p.m.</td>
<td><strong>Next Steps</strong></td>
<td>All</td>
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<tr>
<td>2 p.m.</td>
<td><strong>Adjournment</strong></td>
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### Communication Subcommittee

#### Agenda
September 15, 2015 – 11-12 NOON
SA 2300B

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley  
**Scribe:** Amanda Eberhart

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<thead>
<tr>
<th>Time</th>
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<td>11:00 a.m. – 11:10 a.m.</td>
<td>Updates</td>
<td>All</td>
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<tr>
<td>11:10 a.m. – 11:30 p.m.</td>
<td>Review Three Year Strategic Plan</td>
<td>McCrea, Bliss</td>
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<tr>
<td>11:30 a.m. – 11:40 a.m.</td>
<td>Discussion</td>
<td>All</td>
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<tr>
<td>11:40 a.m. – 11:55 p.m.</td>
<td>Next Steps and Assignments</td>
<td>McCrea</td>
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<tr>
<td>12:00 p.m.</td>
<td>Adjournment</td>
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</table>
## Communication Subcommittee Agenda

**October 12, 2015 – 12-1 PM**  
**UU 2010**

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley  
**Scribe:** Amanda Eberhart

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>12:00 p.m.-</td>
<td>Updates</td>
<td>McCrea</td>
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<tr>
<td>12:10 p.m.</td>
<td>Communication Strategies</td>
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<tr>
<td>12:10 p.m. – 12:35 p.m.</td>
<td>University Internal Newsletter</td>
<td>J. Bliss</td>
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<tr>
<td></td>
<td>Social Media</td>
<td>J. Bliss</td>
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<td></td>
<td>Student Video</td>
<td>J. Bliss</td>
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<tr>
<td></td>
<td>Website</td>
<td>McCrea</td>
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<td></td>
<td>Student Flyers</td>
<td>L. Bliss</td>
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<tr>
<td>12:35 p.m. – 12:45 p.m.</td>
<td>Planning</td>
<td>McCrea</td>
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<td>LEEP</td>
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<td>N &amp; S California CSU Counselors Conference</td>
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<td>12:45 p.m. – 12:55 p.m.</td>
<td>Next Steps and Assignments</td>
<td>McCrea</td>
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<td>1:00 p.m.</td>
<td>Adjournment</td>
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**Communication Subcommittee**

**Agenda**

November 9, 2015 – 9 – 10 AM

UU2010

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley

**Scribe:** Amanda Eberhart

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<thead>
<tr>
<th>Time</th>
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<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates</td>
<td>McCrea</td>
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<td>9:10 a.m. – 9:30 p.m.</td>
<td>Communication Strategies:</td>
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<td>University Internal Newsletter</td>
<td>McCrea</td>
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<td>McCrea</td>
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<td>Student Flyers</td>
<td>McCrea</td>
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<tr>
<td>9:30 a.m. – 9:40 a.m.</td>
<td>Upcoming Events</td>
<td>McCrea</td>
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<td>Town Hall 11/19/15</td>
<td>McCrea</td>
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<td>LEEP 12/1 and 12/2 10-11</td>
<td>McCrea</td>
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<td>Concord Staff 12/8 11-12</td>
<td>McCrea</td>
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<td>9:40 a.m. – 9:55 p.m.</td>
<td>Needs?</td>
<td>McCrea</td>
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<td>12:00 p.m.</td>
<td>Adjournment</td>
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## Communication Subcommittee
### Agenda
December 7, 2015 – 9 – 10 AM
UU2010

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley  
**Scribe:** Amanda Eberhart

<table>
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<th>Time</th>
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<tr>
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<td>Updates</td>
</tr>
<tr>
<td>9:10 a.m.</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m. –</td>
<td>Communication Strategies:</td>
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<tr>
<td>9:30 a.m.</td>
<td>University Internal Newsletter</td>
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<tr>
<td>9:30 a.m.</td>
<td>Video</td>
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<tr>
<td>9:30 a.m.</td>
<td>Student Flyers</td>
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<tr>
<td>9:30 a.m. –</td>
<td>Student Focus</td>
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<td>9:45 a.m.</td>
<td>Freshmen Cluster Class Visits</td>
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<td>9:45 a.m.</td>
<td>Student Ambassador Program</td>
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<tr>
<td>9:40 a.m. –</td>
<td>Needs?</td>
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<tr>
<td>9:55 p.m.</td>
<td>McCrea</td>
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<tr>
<td>12:00 p.m.</td>
<td>Adjournment</td>
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## Communication Subcommittee Agenda

**January 11, 2016 – 9 – 10 AM**  
**UU2010**

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Stephanie Hammon, David Lopez, Lindsay McCrea, Glen Perry, Jason Singley

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<th>Time</th>
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<td>McCrea</td>
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<tr>
<td>9:10 a.m. – 9:45 a.m.</td>
<td>Communication Strategies:</td>
<td>McCrea</td>
<td>University Internal Newsletter</td>
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<td></td>
<td>University Internal Newsletter</td>
<td>McCrea</td>
<td>Topics for upcoming newsletters</td>
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<td>Video</td>
<td>McCrea</td>
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<td>Student Flyers</td>
<td>McCrea</td>
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<tr>
<td>9:30 a.m. – 9:45 a.m.</td>
<td>Student Ambassador Program</td>
<td>McCrea</td>
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<tr>
<td>9:45 a.m. – 9:55 p.m.</td>
<td>Needs?</td>
<td>McCrea</td>
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<tr>
<td>12:00 p.m.</td>
<td>Adjournment</td>
<td>McCrea</td>
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# Communication Subcommittee

**Agenda**

**February 8, 2016 – 9 – 10 AM**

UU2010

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Stephanie Hammon, David Lopez, Lindsay McCrea, Glen Perry,

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Updates</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m.</td>
<td>Video</td>
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<tr>
<td>9:45 a.m.</td>
<td>University Internal Newsletter</td>
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<tr>
<td>9:30 a.m.</td>
<td>ASI Q2S Task Force Update</td>
<td>Lopez</td>
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<tr>
<td>9:45 a.m.</td>
<td>Other</td>
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<tr>
<td>12:00 p.m.</td>
<td>Adjournment</td>
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**Communication Subcommittee**  
**Agenda**  
**March 14, 2016 – 9 – 10 AM**  
**UU2010**

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Stephanie Hammon, David Lopez, Lindsay McCrea, Glen Perry,

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<th>Time</th>
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<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m. – 9:45 a.m.</td>
<td>Video</td>
<td>University Internal Newsletter</td>
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<tr>
<td>9:30 a.m. – 9:45 a.m.</td>
<td>ASI Q2S Task Force Update</td>
<td>Lopez</td>
</tr>
<tr>
<td>9:45 a.m. – 9:55 p.m.</td>
<td>Other</td>
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<td>12:00 p.m.</td>
<td>Adjournment</td>
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## Communication Subcommittee Agenda
April 4, 2016   9 – 10 AM   
UU2010

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Stephanie Hammon, David Lopez, Lindsay McCrea, Glen Perry

**Guest:** Kimberly Costino, CSU San Bernadino Semester Conversion Director

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<tr>
<th>Time</th>
<th>Item</th>
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<tr>
<td>9:00 a.m. –</td>
<td><strong>Updates:</strong> University Hour Survey, GS Visits, Talking Points, Website</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m.</td>
<td><strong>Video</strong></td>
<td>J. Bliss</td>
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<tr>
<td>9:10 a.m. –</td>
<td><strong>University Internal Newsletter</strong></td>
<td>Hammon</td>
</tr>
<tr>
<td>9:20 a.m.</td>
<td><strong>ASI Q2S Task Force Update</strong></td>
<td>Lopez</td>
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<tr>
<td>9:30 a.m.</td>
<td><strong>Orientations and Student Advising</strong></td>
<td>L. Bliss</td>
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<tr>
<td>9:45 a.m. –</td>
<td><strong>Discussion with Kimberly Costino</strong></td>
<td>All</td>
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<tr>
<td>10:00 a.m.</td>
<td><strong>Adjournment</strong></td>
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*SEMESTER Fall 2018 CONVERSION California State University, East Bay*
## Communication Subcommittee
### Agenda
**May 2, 2016  9 – 10 AM**
**UU2010**

**Invited:** Eileen Barrett, Jeff Bliss, Larry Bliss, Stephanie Hammon, David Lopez, Lindsay McCrea, Glen Perry, Maureen Scharberg

**Guest:** Borre Ulrichsen, Joanna Aguilar

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<th>Time</th>
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<tr>
<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates: University Hour Survey, GS Visits, Talking Points</td>
<td>McCrea</td>
</tr>
<tr>
<td>9:10 a.m. – 9:20 a.m.</td>
<td>Video, Website</td>
<td>J. Bliss, Hammon</td>
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<tr>
<td>9:20 a.m. – 9:30 a.m.</td>
<td>Orientations and Student Advising</td>
<td>M. Scharberg, L. Bliss, Joanna Aguilar</td>
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<td>9:45 a.m. – 9:55 p.m.</td>
<td>Strategies from the IT perspective</td>
<td>Ulrichsen</td>
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<td>10:00 a.m.</td>
<td>Adjournment</td>
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Communication Subcommittee

Agenda

May 16, 2016  9 – 10 AM

SF 329

Invited: Joanna Cady Aguilar, Eileen Barrett, Jeff Bliss, Larry Bliss, David Lopez, Lindsay McCrea, Glen Perry, Maureen Scharberg, Borre Ulrichsen

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates: GS Visits, Tips for Academic Advising Website</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m. – 9:15 a.m.</td>
<td>Video</td>
<td>J. Bliss</td>
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<tr>
<td>9:15 a.m. – 9:45 a.m.</td>
<td>Tips for Academic Advising Summer Orientations</td>
<td>Scharberg</td>
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<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>Strategies to reach non-academic employees</td>
<td>All</td>
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<tr>
<td>10:00 a.m.</td>
<td>Adjournment</td>
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</table>
Communication Subcommittee
Agenda
June 13, 2016 9 – 10 AM
SF 329

**Invited:** Joanna Cady Aguilar, Jeff Bliss, Larry Bliss, India Christman-Rodriguez, Lindsay McCrea, Glen Perry, Maureen Scharberg, Borre Ulrichsen

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<th>Time</th>
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<tr>
<td>9:00 a.m. –</td>
<td>Updates: Website, Info for MPPs</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m.</td>
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<tr>
<td>9:10 a.m. –</td>
<td>Video</td>
<td>J. Bliss</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td></td>
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<tr>
<td>9:15 a.m. –</td>
<td>Q &amp; A Revisions</td>
<td>McCrea</td>
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<tr>
<td>9:45 a.m.</td>
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<tr>
<td>9:45 a.m. –</td>
<td>Student Advising</td>
<td>Scharberg/L. Bliss</td>
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<tr>
<td>10:00 a.m.</td>
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<tr>
<td>10:00 a.m.</td>
<td>Adjournment</td>
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**Communication Subcommittee**  
**Agenda**  
June 27, 2016   9 – 10 AM  
SF 329  
**Invited:** Jeff Bliss, Larry Bliss, Mike Hedrick, India Christman-Rodriguez, Lindsay McCrea, Glen Perry, Maureen Scharberg  

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<tr>
<th>Time</th>
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<tr>
<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m. – 9:15 a.m.</td>
<td>Video Preview</td>
<td>J. Bliss</td>
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<tr>
<td>9:15 a.m. – 9:25 a.m.</td>
<td>Q &amp; A Revisions</td>
<td>McCrea</td>
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<tr>
<td>9:25 a.m. – 10:00 a.m.</td>
<td>Student Advising</td>
<td>Scharberg/L. Bliss</td>
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<tr>
<td>10:00 a.m.</td>
<td>EAB Mobile App</td>
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<td></td>
<td>&quot;Make Every Class Count&quot; bookmarks</td>
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<tr>
<td>10:00 a.m.</td>
<td>Adjournment</td>
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**Communication Subcommittee**

**Agenda**

**July 11, 2016  9 – 10 AM**

**SF 329**

**Invited:** Joanna Cady Aguilar, Jeff Bliss, Larry Bliss, India Christman-Rodriguez, Lindsay McCrea, Glen Perry, Maureen Scharberg

<table>
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<tr>
<th>Time</th>
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<th>Reviewer</th>
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<tbody>
<tr>
<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates: Website, Graduate Student Flyer</td>
<td>McCrea</td>
</tr>
<tr>
<td>9:10 a.m. – 9:30 a.m.</td>
<td>Q &amp; A Revisions</td>
<td>All</td>
</tr>
<tr>
<td>9:30 a.m. – 9:45 a.m.</td>
<td>Student Advising Updates, Flyer/Poster, IAP Roll Out</td>
<td>Scharberg/L. Bliss/Christman-Rodriguez</td>
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<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>New Business</td>
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<tr>
<td>10:00 a.m.</td>
<td>Adjournment</td>
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</table>
**Communication Subcommittee**

**Agenda**

August 8, 2016  9 – 10 AM
SF 329

**Invited:** Jeff Bliss, Larry Bliss, India Christman-Rodriguez, Mike Hedrick, Lindsay McCrea, Glen Perry, Maureen Scharberg

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>9:00 a.m.</td>
<td>Updates: Website, Graduate Student Flyer</td>
<td>McCrea</td>
</tr>
<tr>
<td>9:10 a.m.</td>
<td>Q &amp; A Revisions</td>
<td>All</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Student Advising Updates</td>
<td>Scharberg/L. Bliss/Christman-Rodriguez</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>Flyer/Poster</td>
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<td>IAP Roll Out</td>
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<td>Budget proposal</td>
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<td>9:45 a.m.</td>
<td>New Business</td>
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<td>10:00 a.m.</td>
<td>Adjournment</td>
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### Communication Subcommittee

**Agenda**

August 29, 2016  9 – 10 AM  
SF 329

**Invited:** Jeff Bliss, Larry Bliss, India Christman-Rodriguez, Mike Hedrick, Lindsay McCrea, Glen Perry, Maureen Scharberg

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>9:00 a.m. –</td>
<td>Updates: Website</td>
<td>McCrea</td>
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<tr>
<td>9:10 a.m.</td>
<td>Q &amp; A Revisions</td>
<td>All</td>
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<tr>
<td>9:30 a.m. –</td>
<td>Student Advising Updates</td>
<td>Scharberg/L. Bliss/Christman-Rodriguez</td>
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<td>9:45 a.m.</td>
<td>New Business</td>
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<tr>
<td>10:00 a.m.</td>
<td>Adjournment</td>
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Communication Subcommittee
Agenda
September 12, 2016  9 – 10 AM  
SF 329

Invited: Jeff Bliss, Larry Bliss, India Christman-Rodriguez, Mike Hedrick, Lindsay McCrea, Glen Perry, Maureen Scharberg

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>9:00 a.m. – 9:10 a.m.</td>
<td>Updates: Website</td>
<td>McCrea</td>
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<td>9:10 a.m. – 9:30 a.m.</td>
<td>Q &amp; A Revisions</td>
<td>All</td>
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<td>9:30 a.m. – 9:45 a.m.</td>
<td>Student Advising Updates</td>
<td>Scharberg/L. Bliss/Christman-Rodriguez</td>
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<td>9:45 a.m. – 10:00 a.m.</td>
<td>New Business</td>
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<td>10:00 a.m.</td>
<td>Adjournment</td>
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Meeting Notes – August 11, 2015 2:00-3:30 PM SA 4350a
Communication Subcommittee of Semester Conversion

PRESENCE: Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley

AGENDA ITEM

1. Introductions

2. Current Status of Communication Plan

(McCrea)
- Communication of Semester Conversion started with the creation of the Conversion website in January 2015. The Semester Conversion website is linked to various CSU East Bay sites.
- In the spring magazine there was an article about Semester Conversion. A modified version of this article went out in Pioneer News.
- Semester Conversion is also on the mobile app.
- McCrea met with Ilana Samuels about outreach to current and incoming students. Outreach materials for Conversion to include:
  - Fliers
  - T-shirts
  - Social media blasts
  - Possibly buttons
- Fall activities for Semester Conversion
  - Directors to train student ambassadors
  - Cal State East Bay is hosting counselors conference
  - Alfresco
- Additional activities on attached document

(J.Bliss)
- There will be a website redesign in Spring 2016. Goal is to make it more user-friendly.
- A monthly newsletter is set to launch this fall. Semester Conversion will be a featured article each month. SC Directors to provide a list of topics and input for each article.
- Looking to hire a social media coordinator to centralize and maintain all social media outlets.

3. Brainstorming

Communication Ideas
- Draft a letter regarding Semester Conversion to go out
- CSU LA is a good resource to use for communication ideas
- Possibly student videos for the website. Students talking to students may be more valuable.
- Engaging student advisors on Semester Conversion.
- What about Semester Conversion Banners? It may be too early for banners now but in years three and four banners could be a good idea.
- There needs to be a balance between printed and web-based material.

4. Develop Three Year Strategic Plan

- Initially the communication message should be advising and not semester conversion.
- In the next year, target support people and groups and get them involved in semester conversion.
- The visibility of advisors may be helpful for first time students.
- Possible advising in the classroom.
- Semester conversion workshops for students. The workshops should be centered like the graduate workshops.
- Students need to be engaged but there is concern about what
information is given and when.
- There are concerns over lecturers giving miss-information out to students. If there is a list of lecturers the Directors could have access to as a way to keep lectures informed on the status of semester conversion. Possible ideas include:
  - Flash drives to lectures with pre-loaded information
  - Placing information in lecture staff mailboxes

**Timeline and Priorities**
- Attention groups
  - Lecturers
  - Students
  - Advisors
  - 500+ students with more than 200 credits, and a message on how to graduate now before conversion.
  - Staff: giving staff the basic information about conversion topics that include students. Also using the LEEP newsletter and holding staff workshops.
  - Using newsletter as a primary means of communication for staff. The first newsletter comes out around Back to the Bay.
  - Sometime in the mid fall quarter holding another advisor meeting for staff.
  - The message in 16-17 should be advising

**5. Next Steps**

- **Action Items**
  - L. Bliss to form meeting for advisors in the fall, meeting would also include possible classified staff.
  - L. Bliss to send out list of students with more than 200 credits to department chairs.
  - L. Bliss to invite Directors to Department Chair Orientation.
  - McCrea to contact student ambassadors to get arrange training session on Semester Conversion.
  - McCrea to facilitate with Recruitment the Directors participation in Fall Counselor Sessions.
  - McCrea: Follow up on the cost of Semester Conversion Buttons.
  - Singley: to be interviewed for the internal newsletter.
  - Amanda Eberhart: follow up on a table for Semester Conversion during Alfresco.
  - McCrea to develop a draft of the three year strategic communication plan.

**6. Adjournment**

| Meeting adjourned | Meeting adjourned 2:00 PM. |
Communication Accomplishments

1/15: Website created
3/15: Article in Cal Sate East Bay Spring 2015 Magazine
4/15: SC Website links placed on the following sites:
    - CSUEB Home Page
    - Concord Campus Home Page
    - ASI Home Page
    - Spanish Student Page
    - MyCSUEB Students and Faculty Home Pages
    - Black Board Home Page
    - CSUEB Mobile App

6/15:
- Updates/links about SC initiated via Social Media outlets through Ilana Samuels Office of Student Recruitment
- SC links placed on the Visit and Counselor webpages and has been placed on the email signature for staff associated with the Welcome Center and Student Recruitment

7/15:
- SC Logo approved and placed on SC home page
- Article in the Pioneer 7/29/15 issue

8/15:
- Stickers, flyers, and T-Shirts ordered for use at Current Students and Student Recruitment events
- Article in Pioneer Outlook distributed by the Welcome Center to feeder schools
- Website Major Update

Fall 2015:
- SC Directors will train the Student Ambassadors from the Welcome Center about SC in 9/15
- 9/24/15: SC Directors will attend the CSU Counselor’s Conference hosted by CSUEB in Oakland and participate in a Panel Presentation with Bakersfield and LA on SC and/or participation at a table at a college fair at the same event. Distribution of hardcopy information will occur.
- SC Directors plan to present info about SC at Fall Counselor Breakfasts in Northern and Southern California in November
- Table at Al Fresco in Hayward and Concord
**Meeting Minutes – September 15, 2015 11:00- 12:00 PM SA 23200B**

**Communication Subcommittee of Semester Conversion**

**PRESENT**  
Eileen Barrett, Jeff Bliss, Larry Bliss, Lindsay McCrea, Glen Perry, Jason Singley

**AGENDA**  
No Changes, Motion to accept agenda, vote approved. M/S/P

**MINUTES**  
No Changes vote approved. M/S/P

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<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
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<tbody>
<tr>
<td><strong>1. Updates</strong></td>
<td></td>
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<tr>
<td>• Review of minutes and action items</td>
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<tr>
<td>• L. Bliss updates:</td>
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<td>- An all advisors meeting can take place any time in the Fall quarter. Action Item: Directors to loll at dates for meeting.</td>
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<td>- Still contacting students with 200 units about graduating before Semester Conversion.</td>
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<td>• J. Singley update:</td>
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<td>- Will be presenting at the department chairs orientation.</td>
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<td>• L. McCrea updates:</td>
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<td>- Semester Conversion Directors will be at Student ambassadors training.</td>
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<td>• E. Barrett update: CSU Bakersfield and CSULA representatives will be presenting at the CSU Counselors Conference 9/24 in Oakland.</td>
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<td>• Semester conversion buttons have been ordered.</td>
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<td>• The ASI Board of Directors would like Semester Conversion T-Shirts. They will be sending a list to Eileen Barrett with names and sizes.</td>
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<td>• University Newsletter: Instead of an interview with Jason Singley about Semester Conversion, there will be a series of links about Semester Conversion. For the monthly article process, the Directors and committee can have an emphasis topic that is focused on faculty, students, or staff.</td>
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<tr>
<td>- Possible topics could include the fall faculty development workshops.</td>
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<td>- Student Pledge</td>
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<td>• Discussion on adding a news category to the Semester Conversion webpage with the article listed.</td>
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<td>• Action Item: Lindsay McCrea to hold a meeting with Jeff Bliss about making the news page.</td>
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<td>• Items at al Fresco in Hayward 10/1 and in Concord 10/8:</td>
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<tr>
<td>- T- Shirts</td>
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<td>- Buttons</td>
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<td>- Stickers</td>
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<td>- Student Pledge</td>
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<td><strong>2. Three Year Strategic Plan</strong></td>
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<td>• Document passed out that highlights the method and communication for Semester Conversion.</td>
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<td>• Discussion on Pioneer News and featuring articles in their newspaper. Eileen Barrett emphasized that Pioneer News is run by the students and to follow proper protocols for getting Semester Conversion articles in the Student Newspaper.</td>
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<td>• Discussion also on the use of Social Media to keep students informed of the current status of Semester Conversion. Post would be at least once a week. Jeff Bliss commented that East</td>
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</table>
Bay students still favor Facebook as a social media site. A suggestion for a Semester Conversion twitter account was also discussed. Advancement will create and manage accounts for SCO.

- There was also discussion on how much the committee should communicate and when. It was decided that al Fresco should be the start of outreach to students.
- Additions to the 3 year plan
  - Surveys. It was noted that the Faculty Development Subcommittee does its own surveys.
  - In person presentations
  - Student videos: should wait until spring. A possibility of two videos; one from the president about semester conversion and one student video.
  - Discussion on reaching out to the surrounding community colleges newspapers to have them advertise about Semester Conversion.
  - Action Item: In academic year 16-17, reach out to community colleges about semester conversion.
  - L. Bliss to contact CSU Bakersfield and or CSU LA to ask about the reception of conversion fliers for students.

### Next Steps
- Meetings will be held monthly.

### Adjournment
- Meeting adjourned 11:48 AM
Meeting Notes – October 8, 2015 12 PM to 1:00 PM UU 2010
Communication Subcommittee of Semester Conversion

| PRESENT | Jeff Bliss, Lindsay McCrea, Glen Perry |
| ABSENT  | Eileen Barrett, Larry Bliss, Jason Singley |
| AGENDA  | No Changes, Motion to accept agenda, vote approved. M/S/P |
| MINUTES | No Changes vote approved. M/S/P |

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**1 Updates**

- Singley provided Student Ambassador Training 10/9/15.
- Al Fresco occurred over the last two weeks and Perry and McCrea covered the tables.
  - Concord had a small turnout but McCrea left Semester Conversion materials with Denise Ingram for distribution at Information Sessions with the Community Colleges.

**2. Communication Strategies**

- The University newsletter is on schedule to start early November. Topics of the first issues will be: General Semester Conversion Info (Singley) in Nov, Semester Conversion Workshops (Barrett and Glass) in Dec, and Student Pledge in Jan. Copywriters from Advancement will contact the point people listed above.
- Once the Newsletter goes live work will begin on the social media plan. Our point person for that will be Stephanie Hamon.
- The student pledge video to begin production after mid-November.
- McCrea working with Ruthy Stephan on Semester Conversion website changes, McCrea verbalized wanting to retain the red semester conversion button on the East Bay home page.
- Student Flyers will be deferred until next meeting when L.Bliss can be present.

**3. Planning**

- Directors worked out dates to do a LEEP presentation. The time frame will be from 10 am to 11 am on a Tuesday and Wednesday in November.
- Lindsay McCrea to reach out to Concord Staff if there are question and concerns.
- The Counselors conference would like Semester Conversion representatives to be in attendance in November.

**4. General Discussion**

- Using University Communique to remind the University of Important Dates.
  - Discussion on if the communique should come from the President’s office or the Office of Semester Conversion.
  - First semester conversion curricular deadlines are in winter and spring.
- Discussion on Meeting times and if this meeting time works with all members of the committee. Consensus that the time remains best choice.

**6. Adjournment**

Meeting adjourned 12:24 PM Next Meeting 11/9/15 12-1, UU 2010
Meeting Notes – November 9, 2015 9 AM to 10:00 AM UU 2010
Communication Subcommittee of Semester Conversion

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<th>Eileen Barrett, Jeff Bliss, Lindsay McCrea, Jason Singley</th>
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<tr>
<td>ABSENT</td>
<td>Larry Bliss, Glen Perry</td>
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1 Updates

2. Communication Strategies
   - Still waiting to hear status of newsletter
   - Working with Ruthy Stephan on new website template.
   - Lindsay McCrea working with lecturers from the faculty development subcommittee to develop a Lecturer Q & A.
   - In about two weeks the production of the student video will begin.

3. Upcoming Events
   - University Internal Newsletter:
     - Jeff Bliss informed the committee that the newsletter is ready to go likely later this afternoon.
     - Website:
       - Committee looked at the new website template.
       - Action Item: Lindsay to fix titles on the Semester Conversion homepage.
       - Committee discussed adding an information items section to the Semester Conversion Referral Documents and Outcomes page.
       - Action Items: Lindsay to add last year's documents Outcomes page.
       - The committee reviewed the subcommittee pages to see if any changes need to be made.
   - Student Fliers
     - Lindsay McCrea to check in with Larry Bliss on the status of the student fliers. Current emphasis is on Student Pledge.

4. General Discussion and needs
   - A Semester Conversion town hall meeting will be held November 19th from 10 am to 11:30 am.
     - Committee discussed working with ASI to advertise the town hall to students.
     - Action Item: Lindsay McCrea to email Janeesha Jones to coordinate advertising with ASI.
   - Staff Information Sessions advertised in LEEP Newsletter
     - Lindsay McCrea and Eileen Barrett will be holding follow up sessions for staff December 1st and 2nd from 10 to 11 am.
     - They will also be going to Concord on December 8th.
     - Action Item: Amanda to order copies of the student pledge to be handed out at these events.

6. Adjournment
   - Hendrix Erhahon invited Eileen Barrett to speak at a Freshman Cluster Class. Discussion about developing plan targeting similar student groups.
   - Committee discussed a standard presentation procedure that would keep all speaking engagements the same.
     - Hand out the student pledge.
     - Show the website.
   - Action Item; Lindsay McCrea to post the long term and short term communication plan on the semester conversion website.

Meeting adjourned

Meeting adjourned 9:54 AM
**Meeting Notes – December 7, 2015 9 AM to 10:00 AM UU 2010**  
**Communication Subcommittee of Semester Conversion**

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<tr>
<td>ABSENT</td>
<td>Jeff Bliss, Larry Bliss, David Lopez</td>
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<tr>
<td>GUESTS</td>
<td>Stephanie Hammond</td>
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**AGENDA ITEM**  

### 1 Updates  
- The committee discussed meeting time for Winter Quarter and if this meeting pattern still worked for members.  
- The committee discussed East Bay's social media pages.  
- McCrea updated the committee on the staff information sessions. The committee discussed the questions that were asked at the sessions.

### 2. Communication Strategies  
- University Internal Newsletter  
  - The committee discussed the internal newsletter. It was decided that the Office of Semester Conversion will send materials to the Office of Advancement.  
  - The newsletter will distributed the first Friday of every month.  
  - Topics for January and February include: communication with students and financial aid changes.  
- Student Video  
  - No update, update again in January.  
- Student Flyers  
  - Not covered in the meeting.

### 3. Student Focus  
- Student Ambassador Program  
  - Lindsay McCrea had a conversation with colleague at CSU LA and discussed being on target with communication outreach.  
  - CSU LA created a student Ambassador program. Students would be doing the outreach to students on campus. It is voluntary and students would gain professional development.  
  - The committee discussed using students to communicate the conversion topics as the process moves forward.  
  - Lindsay McCrea also got stats from CSU LA about social media usage. Only one percent of their students follow their Facebook page. Twenty percent of their faculty follow the Facebook page.  
- Freshman Cluster Class Visits  
  - The committee discussed the best courses to go to. It was decided that the focus should be on GS classes.  
  - There are roughly 60 GS classes. Half will be covered in winter and the other half in spring.  
  - Amanda will order Student Pledges as needed.  
  - McCrea to reach out to Hendrix Erahahon about presenting at GS classes

### 4. Needs and Other topics

6. Adjournment

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Lecture Q &amp; A</td>
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<tr>
<td>- The committee discussed the document. In the future the committee will set aside time to fully discuss the questions and answers.</td>
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<td>- The document will be placed under the faculty tab.</td>
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<tr>
<td>Town hall Q &amp; A</td>
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<tr>
<td>- Committee discussed the document and provide feedback on the questions and answered asked.</td>
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Meeting Minutes – January 11, 2016 9:00 - 10:00 AM UU2010
Communication Subcommittee of Semester Conversion

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**AGENDA ITEM**

### 1. Updates

- **Student Pledge Video:** Per J. Bliss the video is in the early stages of production, numerous individuals will be solicited to participate in the filming later this quarter.
- **Information Strategies for Students:** Agreed push will begin with summer orientations. Flyers to be developed and updated as we move forward.
  - L. Bliss identified the need for a demo of the IAP being used at Bakersfield and LA for the SA Subcommittee and for Advisors. Perry will contact Lussier at the CO to help facilitate this request.
- **General Studies classroom visits targeting Freshmen at Hayward and Concord.** McCrea reports instructors have confirmed visits with 38 sections throughout the quarter.
- **Q & A Updates:** McCrea reports that the vetted Q&A updates focused on Lecturers and Students will be put to the SCSC on Friday. Once approved, changes to the docs and web pages will be made by McCrea.
- **University Newsletter:** Discussed topics for the next three issues of the newsletter. Hammon will interview and write the three articles:
  - Feb: Spotlight on Transformative Programs (History and Sociology)
  - Mar: Student Advising Subcommittee and the Degree Audit
  - April: Faculty Development and Curriculo
- **SC Student Ambassador Program:** McCrea reports preliminary contact has been made with Mary Carderas in Communication Department and Joanna Lee in Marketing Program with the goal to identify candidates for the ambassador program.
- **ASI SC Task Force:** Lopez reports that this group is due to meet by the end of January. Barrett, Singley, and McCrea will be kept in the loop with one of them attending the TF meetings. Lopez also asked when other Town Halls will occur? Discussion as to when would it be best to have other Town Halls. All agreed twice per AY. J. Bliss to inform the President’s Cabinet of this suggestion.

### 3. Next Steps

- Next meeting February 8, 9-10, UU 2010.

### 4. Adjournment

- Meeting adjourned 9:48 AM.
**Meeting Notes – February 8, 2016 9 AM to 10:00 AM UU 2010**

**Communication Subcommittee of Semester Conversion**

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### AGENDA ITEM

#### 1 Updates

- GS Class visits continue with 20/30 completed. Questions and discussion at each session have been mostly on topics covered in the Student Q & A doc.
- Student Ambassador program in development. Communication and Marketing programs have calls out to students.

#### 2. Communication Strategies

- Pledge Video: Jeff Bliss reports that appointments are being made to film segments of the pledge with ASI, ACCE, President. Larry Bliss suggested a segment be completed at the next Student Advising Subcommittee meeting.
- University Internal Newsletter:
  - McCrea raised concerns about latest issue with Transformed Curriculum article. Photo used in the newsletter not being representative of the faculty interviewed or spotlighted. Discussion ensued. J. Bliss agreed to correct the source document with a photo of Dr. Ivey. Future articles will be sent to McCrea with proposed graphics for proofing before publication.
  - Reviewed topics and contacts for coming articles.
    - March: Advising subcommittee, IAP, and Degree Audit: Larry Bliss.
    - April: Transformed Curriculum Spotlight: Special Education Programs in Educational Psychology: Linda Smetana

#### 3. ASI Q2S Task Force

Lopez absent. No updates on the status of the TF

#### 4. Adjournment

Meeting adjourned 9:50AM
### Meeting Notes – March 14, 2016 9 AM to 10:00 AM UU 2010

#### Communication Subcommittee of Semester Conversion

**PRESENT**
- Eileen Barrett, Stephanie Hammon, Lindsay McCrea, Glen Perry

**ABSENT**
- Jeff, Bliss, Larry Bliss, David Lopez

**GUESTS**

**AGENDA**
- No Changes, Motion to accept agenda, vote approved. M/S/P

**MINUTES**
- No Changes, vote approved. M/S/P

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| **1 Updates** | • GS Class visits scheduled for spring quarter.  
• Have received text regarding Student Housing and Parking fees in Semester from Mark Almeida, Interim Director of Student Housing and Residence Life. Plan to review and update S & A on the website  
• GE application and forms posted to GE site and new form will be available on Curriculog. McCrea will meet with Stephan to work out kinks on the fillable forms. After which a SC announcement will be sent to faculty.  
• Additional announcements scheduled: Curriculog drop in Schedules for spring and Faculty Talking Points for Students. |
| **2. Communication Strategies** | • Pledge Video: No updates. Discussed presentation of the video on website.  
• Hammon reports that the outside consult has been meeting with Jeff Bliss re: Website.  
• Survey planned about University Hour to be sent out from Co-Curricular Committee. Balgas will be reaching out to J. Bliss to facilitate the survey to students, faculty, and staff.  
• University Internal Newsletter:  
  - Reviewed topics and contacts for coming articles.  
    - April: University Hour Conversation: contacts, Diana Balgas and David Lopez  
    - May: Overlays for the Graduation Requirements: contact, Julie Glass OR: ILO Idea Book: contact, Julie Glass and Eileen Barrett  
    - June: Transformed Curriculum Spotlight: Special Education Programs in Educational Psychology: Linda Smetana  
  - Discussed at length use and source of photos in the newsletter. Advancement uses their own stock of actual CSUEB subjects. Not so with other pages. Will discuss with Ruthy Stephan for the SC website moving FWD. |
| **3. ASI Q2S Task Force** | Lopez absent. TF has been seated, but the VP has stepped down. TF scheduled to meet in Spring. McCrea and Barrett will attend. |
| **4. Adjournment** | Meeting adjourned |

Meeting adjourned 9:50AM
## Meeting Notes – April 4, 2016 9 AM to 10:00 AM UU 2010
### Communication Subcommittee of Semester Conversion

<table>
<thead>
<tr>
<th>PRESENT</th>
<th>Eileen Barrett, Jeff Bliss, Lindsay McCrea</th>
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<tbody>
<tr>
<td>ABSENT</td>
<td>Larry Bliss, Stephanie Hammon, David Lopez, Glen Perry</td>
</tr>
<tr>
<td>GUESTS</td>
<td>Kim Costino</td>
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<tr>
<td>AGENDA</td>
<td>No Changes, Motion to accept agenda, vote approved. M/S/P</td>
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<tr>
<td>MINUTES</td>
<td>No Changes, vote approved. M/S/P</td>
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### AGENDA ITEM

<table>
<thead>
<tr>
<th>1 Updates</th>
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<tbody>
<tr>
<td>• University Hour Survey nearly ready to go. Discussed using University Communication to launch the survey in Early May. Balgas will present the survey and obtain final vetting at the SCSC meeting on 4/8</td>
</tr>
<tr>
<td>• GS Class visits scheduled for spring quarter.</td>
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<tr>
<td>• Updates made to Student Q &amp; A docs and posted to website re: Housing and Parking fees in the semester system</td>
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<tr>
<td>• Talking Points announcement and hardcopy docs have been distributed to faculty campus wide</td>
</tr>
<tr>
<td>• Website: McCrea and Stephan are developing a dynamic banner for the website homepage with the goal being positive image. Input will be sought from faculty and Provost. Bliss provided an update on the University website redesign. Consultant currently seeking input from university community via a survey with focus groups planned. Goal is to have an improvement in branding and user friendliness</td>
</tr>
<tr>
<td>• Discussed at length Communication Strategic Plan. Document created by McCrea. Agreed Bliss and McCrea would present the Plan to the SCSC on 4/8/16</td>
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<table>
<thead>
<tr>
<th>2. Communication Strategies</th>
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<tbody>
<tr>
<td>• Pledge Video: On hold secondary to the strike possibility. Goal is to launch the video this quarter. Plan to use the video at all student orientations this summer.</td>
</tr>
<tr>
<td>• University Internal Newsletter:</td>
</tr>
<tr>
<td>- Review topics and contacts for coming articles.</td>
</tr>
<tr>
<td>o May: Overlays for the Graduation Requirements: contact, Julie Glass</td>
</tr>
<tr>
<td>o June: Transformed Curriculum Spotlight: Special Education Programs in Educational Psychology: Linda Smetana</td>
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<tr>
<th>3. ASI Q2S Task Force</th>
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<tr>
<td>Lopez absent. No updates.</td>
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<tr>
<th>3. Discussion with Kim Costino, SC Director from CSUSB</th>
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<tr>
<td>• Discussion with Kim about strategic plan and highlights of the past achievements and future plans</td>
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<tr>
<th>4. Adjournment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting adjourned</td>
</tr>
<tr>
<td>Meeting adjourned 9:50AM</td>
</tr>
</tbody>
</table>
Meeting Notes – May 2, 2016 9 AM to 10:00 AM UU 2010
Communication Subcommittee of Semester Conversion

| PRESENT | Larry Bliss, Mike Hedrick, David Lopez, Lindsay McCrea, Glen Perry, Maureen Scharberg |
| ABSENT  | Eileen Barrett, Jeff Bliss |
| GUESTS  | Cagdas Cubukcu, Avi Fhima, Borre Ulrichsen |
| AGENDA  | No Changes, Motion to accept agenda, vote approved. M/S/P |
| MINUTES | No Changes, vote approved. M/S/P |

**AGENDA ITEM**

### 1 Updates

- University Hour Survey Results: of those polled majority in favor of some form of U-Hour; Balgas to present results to the Time Module TF on 5/6 and the SCSC on 5/13. Qualtrics was used for the survey.
- Freshmen GS Class visits start today with the remaining 28 class visits scheduled over the next two weeks.
- Talking Points for Staff distributed electronically. Discussion about the use of distribution lists for this and future announcements. VPs have access to All faculty, all staff, all students, and mass email. Mike to confirm with Dobb that an email was sent to staff in addition to those sent to College Admins, Associate Deans, VP of Finance, Student Affairs, and Faculty Affairs.
- Discussed the need for Talking Points for Department Chairs as we move into increased Student Advisement beginning this summer. Mike and Lindsay to develop Talking Points with review by Maureen for presentation at the SCSC meeting on 5/13.

### 2. Video, Website, University Newsletter

- Website: Goal to increase the positive message about SC via the website. Banner on the CSUEB homepage a possibility that would include text: Semester Conversion-Transforming for Student Success Fall 2018 linking us to our webpage.
- Pledge Video: Now on hold secondary to graduation. Goal was to launch the video by the end of spring quarter in order to use the video at all student orientations this summer starting the end of June. If University Communications unable to meet their deadline, Borre offered ITS to develop a video for us. Lindsay to meet with J. Bliss to confirm ETA, script and timeline.
- University Internal Newsletter. New writer, Natalie Felmer, has been hired:
  - May: Overlays for the Graduation Requirements: Julie Glass
  - June: U-Hour update: Diana Balgas and Mitch Watnik
  - July: Transformed Curriculum Spotlight: Sociology, Pat Jennings
  - August: Summer Orientations and Pledge Video
  - September: Transformed Curriculum Spotlight: Art, Gwyn Pat
  - October: ILO Idea Book: Julie Glass and Eileen Barrett

### 3. Orientations and Student Advising

- Joanna and Larry report that SC is on the agenda at the summer Orientations for students and families. Discussed presence on the calendar. Flyer in English and Spanish will be available for attendees. Joanna to confirm numbers, due date, and where to send the flyers.
- Larry spoke to the need for Banners and Posters around campus. Breaking rules to allow more campus wide advertisement aimed at advisement. Maureen suggested chalk art on the sidewalks and stickers about advisement and IAP.
- Larry also spoke to the future use of the large flat screen monitors across campus needing software upgrades. An IT ticket will need to be generated for the upgrades. Contacting “owners” of the screen (i.e., colleges) for access to post Advising announcements and copy of the pledge video.

### 4. Strategies from the IT Perspective
• Cagdas and Avi reported out on suggestions from Borre and IT.
  o Mobile app, move SC icon to the main page. Need a large graphic of
    the logo submitted via and IT ticket. Maureen would like to have the
    ability to push messages and surveys to students via the mobile app
    as is available at CSU Fullerton on their more robust app. Cagdas
    said not possible with current program. Would like to see IT explore
    expansion of the current app. Lindsay to F/U
  o Discussed the use of informational banners on the CSUEB template
    that would appear on all webpages. Lindsay to F/U with Jeff Bliss to
    obtain approval.
  o Analytics available on our electronic presence. Again an IT ticket to
    be generated when we want that info.

5. Adjournment

| Meeting adjourned | Meeting adjourned 10 AM |
# Meeting Notes – May 16, 2016 9 AM to 10:00 AM SF329
Communication Subcommittee of Semester Conversion

<table>
<thead>
<tr>
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<th>Larry Bliss, Mike Hedrick, David Lopez, Lindsay McCrea, Glen Perry, Maureen Scharberg</th>
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## AGENDA ITEM

### 1 Updates: GS Visits, Academic Advising for Chairs, Website

Lindsay Reports:
- **GS Visits**
  - One last Freshmen GS Class Visit to go, 70 completed since January. Students are engaged and know about Semester Conversion
  - Eileen asked what types of questions were being asked by the students
  - Lindsay responded that there were really no specific questions. Students are aware of the semester conversion – via word of mouth
  - Questions regarding housing and parking were flushed out last quarter
  - Plan to continue Freshmen GS visits in Fall 16 building on intro to Semester Conversion info presented at Summer Orientations (welcoming remarks, flyers in English/Spanish, and Pledge video)
- **Academic Advising for Chairs**: document underwent another change at the Student Advising SC meeting. It was approved by the SCSC on 5/13. Should be going out today via an announcement from the semester conversion email account to ADs, Chairs, and Summer Chairs.
  - Still wondering what Chairs of departments plan is for development of schedules and crossover roadmaps.
  - Eileen responded that they will have had a series of workshops using the Faculty Development subcommittee
  - Increase funding on student advising; expand and shift. Talk of increasing Student Advising SC faculty membership, increasing budget
  - Eileen: advising Workshops, workshops, workshops
  - Larry Bliss agrees but feels they should be basic workshops for faculty.
  - Eileen thinks that stipend should be given to faculty who attend these workshops
  - Lindsay: Chairs looking at the here and now and not the future on how they will schedule things. Question: What are we doing to help Chairs to think of the future?
  - Eileen: Chairs are finishing up curriculum; next year at Chairs and Council of Chairs – Deans and Associate Deans in charge of enrollment; Bottleneck classes – encouraging funding and making sure they are getting classes they need; approach should be to identify chairs that have sequence courses and bring them together. Students should be informed of student advising committees – let people know what we have
  - Continue to instill confidence in people and provide a consistent message.
- **Website**
  - Met with Jeff Bliss to discuss increasing positive presence on CSUEB homepage and other CSUEB webpages; red bar under the top banner has been sent to IT to implement
  - Mobile app:
    - Button on mobile app: IT ticket pending large graphic image was sent
    - Ability to push messages and surveys via mobile app: IT ticket requesting that IT explore app capabilities
    - Maureen said that GLIDE does this same type of thing, but would rather it be done here at home (CSUEB)
• Glen said work in People Soft should not impact specialized apps to be worked on
• Discussed GLIDE program software and what it does.
• Maureen: GLIDE’s function is to target messaging but needs to do more research in order to learn more of its features.
• Lindsay commented that the tools we currently have (Qualtrics) have limitations: 10,000 message limit
• Eileen asked if this limit was because of the specific version of licensing we hold?
• Glen responded that it most likely was because of the license we purchased
• Lindsay to follow up with James Hershey re: Qualtrics.

2. Video
• Met with Jeff – timeline, specific script for video are in place; guarantees that the video will be available for orientation this summer at the latest 6/28. Very optimistic
• Eileen posed question to Lindsay as to whether or not Jeff is aware of the different languages that the Pledge should be in. Lindsay will follow up with Jeff.

3. Orientation and Student Advising
• Maureen: three or four advisors with exception of Zaneen are returning to Student Advising committee next year
• Bottleneck in Psych – WST issue – big monster
• If chairs have time this summer to work with Maureen regarding advising, she is available.
• Class and College of Science – little worried because there are so many different departments. We don’t want students repeating classes. Very important.
• Summer Orientations: SCI will be a part of each introductory session of all summer orientations with students and faculty on

4. Strategies to reach non-Academic Staff
• MPP retreat two weeks ago revealed that non-academic employees and staff are less informed about Semester Conversion
• Lindsay will meet with Julie Wong and India Rodriguez in SA on 5/17 to seek out their needs and to work with them on communication strategies about semester conversion
• Donna Wiley sent via Eileen a draft of a document targeting MPPs. The committee collaborated and edited the doc “Semester Conversion Information for MPPs”. Doc sent to Lindsay for formatting who will then send the draft back to the committee members. The doc will be vetted with the Executive Sponsors at the next biweekly meeting on 5/23
• Revised 10-year calendar on website that shows intersection on new cross-over calendar (2015-2028) This is currently on Senate agenda per Mike Hedrick
• Lindsay asked if members needed anything in terms of communication and advising?
• Larry concerned that there was confusion in the last meeting regarding the banners. He wants to know who’s in charge of University posting policies. He shared photos of CSULA’s banners that were used for their semester conversion. CSULA’s push is to encourage students to get involved in summer session. Lindsay said she took Larry’s ideas about the banner to the Provost and that she like the idea. All agreed that banners will be part of the fall and beyond communication plan. Glen stated the posting banners and posters policy authority belongs to Student Affairs. Lindsay to follow up with Julie Wong at 5/17 meeting.
• Larry stated that there were currently flat screens in the lobby’s all over CSUEB’s buildings and that they needed to be upgraded with $20,000 in new software. Said he had the funds to make these upgrades but refused, however IF University Communications was going to oversee the monitors, they could pay for the upgrades is going to be the one taking control. Maureen voiced concern that if we are to go that route there needs to be conversation about the process and the format of items or messages broadcasted via that method. Lindsay to follow up with Jeff.

Meeting adjourned
Adjourned at 10:00 AM Next meeting 6/13/16, then will meet biweekly.
Meeting Notes – June 13, 2016 9:00am to 10:00am SF 329
Communication Subcommittee of Semester Conversion

| PRESENT | Larry Bliss, Mike Hedrick, Lindsay McCrea (co-chair), Glen Perry, Maureen Scharberg, Donna Wiley, India Christman |
| ABSENT  | Jeff Bliss |

**AGENDA ITEM**

1 Updates : Website, Pledge Video, Info for MPPs

Lindsay reports:
- Website Banner: The new dynamic SC banner on the CSUEB homepage was not what was requested by the Provost. A static bar to the CSUEB website template was. Per Jeff, there will be no changes to Banner on SC website. Lindsay will continue to pursue this. The outcome being to have a strong presence and access for all on all of the spin off web pages during the transition to a new website format.
- SC Info for MPPs doc: Lindsay, Was the SC Info for MPPs doc approved by the SCSC on 6/3/16; Mike confirmed that it was and suggested that it get final clearance from the Executive sponsors before being sent out via the MPP list serve.
- Committee should be able to view Pledge video on 6/27/2016 after first orientation. There will be an infusion into the video that it has been translated into 8 different languages.
- At last meeting query from Larry about 7 flat screens throughout the campus and upgrades associated with the screens. There was some confusion behind whose responsibility it was for flatscreens. Larry: IT upgraded software would cost about $20K. Although he has the money, he’s not willing to spend if the screens will be taken away. Would rather University Communications cover cost. Lindsay: According to Jeff he does not have access to the flat screens, he is working with Julie Wong in SA and with IT to develop a budget and get final approval from the President.
- Lindsay introduced India Christman, the new Student Affairs representative, to the committee. She explained to India where the committee is in regards to engaging students: visual, update of the “app” button, expansion, etc.
- CSUEB Website Update will take place this fall. The due date is September, but users will need massive training due to the new version of Cascade. However, not sure when the advising part will go live with the new format. Suggested Maureen take a look at CSULA. India felt that it would probably be the same process used before, i.e., merging some of the information from the old sight, into the new site.

2. Q & A Revisions

- Q & A revisions to students/faculty/staff. What method to approach in regards to revisions. In the past there was a shared governance approach in this process, that involved participation by students, faculty, and staff and with further input from the SCSC. Lindsay would like to see this continue. Minor revisions were made to the student and lecture areas, but no other revisions have been made since the Q & As were posted last summer. Would like the committee to take a look at the Q & A and make suggestions on any edits or additions needed as a first step.
- On the advising piece, wondering if it is premature to think of changing/revising the student information. Mike will take a look at the faculty and staff area to see if any revisions are needed.
- Action plan: committee members will take a preliminary review of the current docs before the next meeting.
3. Student Communication

- Lindsay suggested that physical banners be designed by the Student Advising SC with funding from SC ordering thru Glen.
- Donna voiced concern about the banners height. Asked if we needed authorization from executive sponsors as far as what we’re saying. Would like to come up with something with enough lead time before students come back in the fall.
- India said that SA can be a conduit to assist in pushing SC information out to the students. Just needs Communication committee to give them the information and they will disseminate out.
- Julie Wong already has a weekly newsletter from Student Affairs with updates.
- Regarding direct data gathering from students; how can we have a better Q&A?
- India said she could make sure this is done from the student perspective.
- Mike said that moving forward, the committee has to make sure that this information is disseminated out to the students. Feels that we need SC goals and timeline from communications committee.
- Lindsay said this depends on timeline from the SC committee. Thinks it needs to be more detailed. Communications and SC activities need to constantly be communicated, especially to the students.
- Hendrix Erhahon, the new ASI President, is very active and committed to students playing an active role in getting information out about SC.
- Mike reiterated the importance of communication, especially to the students.
- India brought up the fact that the Poll strategy does not work for students. Feels, they need the “old fashioned” approach: leaflets, flyers, paper stuff works! But content should not be so dense, wordy. Needs to be short, five sentences or less.
- Larry suggested coming up with a variety of designs for everyone (?) to look at and choose.
- Mike asked about CSULA…what did they do.
- Lindsay said they (CSULA) had a Student Ambassador program which has not been embraced here at CSUEB.
- Mike feels that the new student leader is a real “go getter” and would take this on.
- Lindsay mentioned The ASI QtoS Task Force representing all students from all colleges, graduates and undergraduates and that the information coming from advising would be instrumental.

3. Student Advising

Use of Holds:

- Maureen stated that she needs to have the tools/support from faculty, major advisors, college success, etc. Feels we still need to have the “Holds”. Must get the critical students to come in and talk with their advisors. She asked if this needed to go through academic senate. Mike said it would.
- Lindsay responded that she feels that people want the “Hold outcomes”, but are less apt to want to implement the Hold.
- Lindsay suggested that Larry and Maureen develop a proposal to take through channels in order to get the Holds process approved.
- Maureen is very concerned about students who have been contacted but have not responded and they are close to graduating. Feels the Holds are the only thing that will get the students to come in and talk with their advisors. She would like to find out what we need to get this to go through to academic senate.
- Lindsay stated that this could not happen until the AS reconvened in the fall.
- Maureen more concerned about students who don’t show up for their WST.
- Glen mentioned that messaging module is in the development process and we need to make sure that it doesn’t put the app log off track.
- India mentioned that Blackboard word messaging connects with PeopleSoft. She stated her committee uses Blackboard messaging for their communication and that at least 75% of students open and read it. She agreed to do some research on this for the committee/Maureen.
- Maureen like the idea of communicating via Blackboard and India agreed to help her manage it.
- Lindsay mentioned there were still concerns about the “Holds”, but Maureen felt
concerns were about the managing of the Holds
• Mike asked Maureen, what a campus policy on Holds would look like. Under what circumstances would a Hold go up?
• Maureen’s explained that a Hold would go up for example, if a student was in the wrong major; students who were undeclared; a biology major who’s taking only business classes; a student who has not applied for graduation, etc. She said at SJSU it was done by Presidential elective, however, she and other members of the committee agreed that process would not go over well at CSUEB.
• Mike suggested using specific language in a proposal/referral through CIC.
• Glen stated that in the past the senate rejected a proposal for the use of holds for students who didn’t declare a major
• Lindsay said she’d be happy to add to her freshman visits a line about WST and the importance of it. She does, however stress to the students on her freshman visits the importance of declaring a major before completing 90 quarter units
• Maureen wants to use the tag line: “Make Every Class Count”. The committee felt that was a great tag line.
• India said that we could build reports on our data warehouse. She will train Maureen and Larry on Blackboard messaging.
• India stated that we needed have more centralized policy making to the students, ie, a sheriff or gatekeeper. She feels university communication is more external than internal and thinks there should be a more institutional approach. Lindsay agreed and stated that the currently this (gatekeeper, sheriff) is being done through an IT ticket, which is a very “arduous” process
• Larry agreed and said that Jeff needed to hear this. He felt that we also needed a “search” sheriff/gatekeeper
• Lindsay said that the new webpage will be vastly improved in terms of the search mechanism. She feels that the cabinet needs to hear all of these concerns.
• Glen stated that there used to be an “all student email sheriff and that this policy should be reinstated.
• India: ASI, Student Life, University Communications – VP access have ability to send to all student list.
• Maureen stressed that in the communication, students have to know where they need to go. The IAP is worthless if the academic departments do not sign off.
• Larry stated that the goal is to try not to do it in AACE but to push them to their academic departments. That’s why when student advising requested 7 temporary positions, two would be in AACE, and the remaining 5 with the Concord campus and in the college advising centers.

Crosswalks:
• Lindsay expressed concern expressed that thought is not being given to the crosswalk between quarter and semester
• Mike stated that department chairs don’t have time to think six months ahead. When crosswalk time is here, they will do it. Roadmaps, crosswalk, GE advising plan will all come together in the IAP
• Glen stated that the accuracy of the crosswalk in PeopleSoft will depend on how well the faculty completed the new course proposal documents. There will be gaps that will need to be fixed manually.

Lindsay reminded the committee to review the Q & A documents posted on the website so that a plan for revision could be crafted at the next SC meeting.

Adjourned at 10:00am
## Meeting Notes – June 27, 2016 9:00am to 10:00am SF 329
Communication Subcommittee of Semester Conversion

### PRESENT
- Jeff Bliss (Co-Chair), Larry Bliss, Lindsay McCrea (Co-Chair), Glen Perry, Maureen Scharberg, India Christman

### ABSENT
- Mike Hedrick

### AGENDA ITEM

#### 1 Updates from Lindsey & subcommittee members
- Lindsay reported on the first Transfer Orientation event. 400 CLASS transfer students who were very excited. Tomorrow, June 28 will be orientation for College of Science.
- Lindsay will begin archiving the subcommittee info on the Website, except, Communications, Student Advising and Administrative support. This is because these three subcommittees will continue to meet over the summer.
- Need to set up meeting with India and Maureen to find needs for Advising Pathways and any other information that needs to go on the page.

#### 2. EAB Mobile App and “Make Every Class Count” Bookmarks– Student Advising
- Maureen reported on the EAB mobile app called GUIDE. Said it is customized to students freshman to graduation. Explained that the app is Alpha and cost between $130K - $150K. Looking for something geared more toward Transfer students and feels the guide may be a little too premature right now to use. Would rather work on and use what we have, especially since the Bay Advisor update can use text messaging to students.
- Lindsay agreed. Said we have quite a few other tools that we can use. She still has not received a response from her IT ticket she submitted a back to explore more ways to use the mobile app.
- Larry also agreed but said we’d need to work with Mylan to have students have the choice to “opt” in first before we use the text messaging tool.
- Lindsay asked if Larry or Maureen knew how CSULA got their “pop-ups” that asked, each time the student went on to the page, “Have you done your IAP?” She suggested we (?) talk with CSULA to see how they did the “pop ups”.
- Larry agreed and felt anything that would get the students attention was a good idea. If they can figure out “code” to make that happen. (pop-ups???).
- Glen said this would be a good question for them to ask at the August 1, 2016 meeting in Pomona.

“Make Every Class Count” Bookmarks
- Maureen gave each subcommittee member a bookmark that she used at SJSU on her “Make Every Class Count” campaign. She discussed how we would use this concept for CSUEB’s Semester Conversion. Students liked the bookmark concept; liked having the information needed, ie. Links, phone numbers, etc., on the back of the bookmark.
- Larry asked if there was any data collected on how the bookmarks went over with the students; did it actually drive the student to act. Maureen was not sure if there was any data, however she said the students really like the bookmarks and that they went over well with them.
- Jeff feels we need to create sub URL’s so we can track.
- Lindsay would like Maureen to provide the committee a prototype of the bookmark.
- Jessie Cantley will work with Maureen to develop the graphic prototype
- Lindsay really likes the “Make Every Class Count” blurb and has used it at each of her orientations and will continue to use it.
• India asked if we might consider creating something a little larger than the bookmark along the lines of a ½ sheet. Thinks it may help to get more information on it.
• Subcommittee members discussed whether or not making a larger sheet would be beneficial: Would students read it? Would it get dumped? Brainstormed different helpful ways that Maureen could add to the prototype
• Jeff talked about the new University Branding and said it is now ready to go. New fonts, etc. Lettering has traditional classic looking font that has been modified specifically for CSUEB.
• Larry mentioned briefly his workshop on WST. Said students basically listened, thinks it generated some excitement. Talked about directing students to AACE.

3. Preview of Semester Conversion Video – Jeff Bliss
• Committee members viewed the Semester Conversion video put together by Jeff Bliss and his group
• Committee thought the video was very good! Lindsay would like for the video to go live at all Orientation, as well as have it go up on the website. Larry to follow up with Orientation team. Larry would like to use the video on the AACE monitor once captioning has been included
• Committee discussed other means of disseminating information out to students about Semester Conversion: Social media, including FB, Twitter, Link’d-In, also Newsletters, Alumni Assoc., SALT, etc.
• Next steps: Captioning and Release
• Email Jeff on any other students or places to send information
• Lindsay inquired as to how the negotiations regarding the Flat Screen monitors was going? Jeff responded that negotiations were fine. The budget just needs to be approved by the President and then it’s a go.
• Lindsay would like to be cc’d on any correspondence

4. Q & A Revisions
• India sent ideas and feedback on Q & A with her Student Affairs group
• Students Q&A were sent to core group of students who felt information was really comprehensive. Three questions were asked by the students:
  1. What is an IAP?
  2. Do I need to speak to an Advisor now?
  3. How do I know who my Advisor is?
• Another concern from the students was, “do I need to read all of this?”
• India suggested condensing responses as much as possible; lift information that applies to everybody then boil it down and push out a printed form (flyer) that can be handed to students. A grid could be used.
• Lindsay a little concerned about “pushing out” printed information (flyers) because she doesn’t see students actually reading a lot of it.
• Committee members basically in agreement that students want to see something “tangible”. Flyers/Posters can be placed in hallways; many places around campus.
• India to draft language in response to the three questions generated from the students which will be reviewed by this committee at the next meeting. The approval process would then include the Sponsors and SCSC
• Glen suggested that an agreement with the bookstore could have developed info pieced in bags as students check out.
• India will develop messaging mod to bring to the next meeting.
• Jeff and Lindsay discussed contacting Professor Jennings for an interview. Very hard to get in touch with; hasn’t returned calls. Lindsay will assist in reaching out.
• Lindsay asked Larry what his topic was when he was interviewed. Larry responded that it was about general academic advising.
• Lindsay recommended that we ramp up on the Advising piece – specifically IAP (?) Target audience would be folks who are working here (CSUEB ??)
• Larry agreed and felt that would be a good reason to promote the flow chart.
• Maureen and Larry have Advising Handbook meeting this week.

5. Newsletter
• Jeff and Lindsay discussed Spotlight on the proposed piece on the Sociology Curriculum Transformation. Natalie Feulner has not been able to connect with Professor Jennings in Sociology for an interview. Lindsay will assist in reaching out. Will postpone that article until September.
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- Lindsay recommended that we ramp up on the Advising piece – specifically IAP for the July Newsletter. Target audience would be staff. July article will engage Larry Bliss.
- Larry agreed and felt that would be a good reason to promote the flow chart.
- Maureen and Larry have Advising Handbook meeting this week.
Meeting Notes – July 11, 2016 9:00am to 10:00am SF 329  
Communication Subcommittee of Semester Conversion

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<tr>
<th>PRESENT</th>
<th>Jeff Bliss, Larry Bliss, Mike Hedrick, Lindsay McCrea, Glen Perry, India Christman-Rodriquez, Maureen Scharberg,</th>
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<td>GUESTS</td>
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1 Updates: Website, Graduate Student Flyer - McCrea

- Lindsay opened the meeting with questions to Jeff about the Semester Conversion website: When will we get the caption version of the video on the Semester Conversion website? Jeff let everyone know that this had already been done and will send the link to members of the committee soon.
- Will there be an icon on the rotating banner for the video? Jeff said he would have to check on that, but the pledge banner will take the place of the current SC banner. This will take you to the website.
- Lindsay passed out flyer she and Donna Wiley created for graduate students that will be distributed to graduate coordinators to hand out to students. Still needs some graphics revisions, but once completed this will be distributed to Graduate students and Coordinators and will be placed on the website.
- Maureen asked if we should “assume the students know who their grad coordinator is?” Lindsay responded by suggesting this question should go to go Donna at the Directors meeting.
- Lindsay discussed the Freshman orientation she and Mike attended last week. Mike talked about how the well the video was received by the parents. How it highlighted important points.
- Jeff’s timeline for the CSUEB website is still moving forward with plans to be ready by this September.
- Maureen voiced concerns about timing for updating the website and asked if there were any limitations.
- Jeff replied that it would be rolled out in two phases: Advancement and Library, then everyone else. They can create a timetable of to try and meet deadlines and needs of the various departments.
- Larry asked if we have the capacity to add pages and Jeff replied that we did, by completing the front end first, then adding others later to the template.

2. Questions and Answer Revisions - ALL

- Committee reviewed and discussed the additional Q & A for Students information that was sent by India and completed with the SALT team. Made suggestions on changes/edits that were needed in the document. Committee was very pleased with the work the SALT team performed on the document.
- Committee suggested that a graduate focus should be added. Thoughts from some committee members was that grads didn’t necessarily need an IAP, however, Mike felt by leaving the IAP language out or implying that an IAP is not necessarily needed for the grad students, that students may begin to ignore. Consensus from the committee was to change the language to “IAP is strongly recommended”.
- Several edits were made to the document and Lindsay agreed to recreate the document with all the changes and send to Directors, Steering Committee, Executive Sponsors, and lastly to Linda Dobb. The plan is for this to GO-live after the first
3. Student Advising Updates, Flyer/Poster, IAP Roll Out – Scharberg/Bliss and Christman-Rodriquez

- A grad student graphic designer majoring in Multi Media was hired to take a stab at a design for the Semester Conversion poster. The design is to place the same information from the current flyer in the middle and leaving space to put in additional information. Once complete, students will come back with a draft. All branding will be similar with consistency across the board.
- India commented that the message would be compartmentalized by quarter. Fall message is, “What is an IAP?” and winter is “How do you get it?”
- Lindsay asked if it would be ACE branding and Jeff replied that it would be Semester Conversion branding, but would also consider side-by-side ACE branding.
- Flyers and Posters: Flyers will be mass-produced. Banners will be put around campus with basically the same design
- Lindsay asked that the Student Advising committee write up a proposal with cost, design, etc, to give to Debbie Chaw for funding consideration.
- Revisions and edits of India’s document continued with suggestions of removing the line about Grad students (Maureen did not agree with removing the line about grad students) and India made suggestions on how this can best be changed without removing the grad student language.
- Glen recommended the header line be changed. Said we need to keep our Tag line in view that we’re changing for Semester success.
- India talked about the flyer companion bookmark and how it would determine who your advisor is, and also where the flyers would be disseminated, keeping in mind the cost factor…would like to keep cost down.
- Series of three Advising posters: 1. Who is my Advisor?; 2. Where is my Advisor?; and 3. When should I see my Advisor? Each academic department will receive a set to give to Advisors to be placed on their doors. And ACE golf cart will be able to go to different buildings for Advising on the Go.
- Lindsay asked about meaning of “Push” on social media. India explained that it would be a soft roll out in the summer and a hard roll out in the fall, using Instagram, FaceBook, Snap Chat. Also clubs and student organizations will help put out information once it’s ready.
- Lindsay mentioned Hendrix Erhahon, President of the Associated Students and the ASI quarter semester conversion task force. Their primary goal is to push the information about semester conversion to students. She feels this will be a great group with regards to student advising. Students would serve as agents for the message.
- Discussed Pop-up messaging and how CSULA is doing with theirs.
- Discussed IAP process and Pop-up messaging. How Pop-ups can serve as reminders for students needing to complete IAPs’.
- Discussed pros and cons of putting information on a “To Do” list
- Lindsay will make changes to the Question and Answer document and send to the committee.
- Lindsay will seek Donna Wiley’s input on the grad student language for the Q & A

4. New Business - None

Meeting adjourned

Adjourned at 9:55 am
**Meeting Notes – August 8, 2016 9:00am to 10:00am SF 329**

**Communication Subcommittee of Semester Conversion**

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| **1 Updates: Website, Graduate Student Flyer - McCrea** | • Met with Provost. He’s on board with budget and advising and very supportive with what we are doing.  
• Maureen, Ruthie and Lindsay met and are in the process of creating advising page that will be accessed via Semester Conversion website. However, won’t go live until the IAP process is defined and the Advising Subcommittee approves the process.  
• Sent Information for Graduate Students Flyer around to everyone. Slight edits made. Donna will distribute to Graduate Coordinators and students once the flyer has been approved by the Executive Sponsors.  
• Undergraduate flyer have been sighted on bulletin boards around campus. |
| **2. Questions and Answer Revisions - ALL** | • Working on revisions to Q & A for faculty, students, and staff. Student Q & A looks good.  
• Faculty Q & A were sent out to several people for input: Julie Glass, Glen Perry, and Donna Wiley provided input. Workload – Mike Hedrick worked on this ever-evolving process.  
• Talked briefly about the curriculum narrative update. Donna suggested that the timeframe needs to be updated for much of the document.  
• Lindsay asked committee members present if they approve of the changes in the Student Q & A. All in favor. Once all Q & A’s updated and approved, they will be reviewed by the Executive Sponsors and SCSC before updating the on-line narratives. |
| **3. SA Updates, Flyer/Poster, IAP Roll Out, Budget Proposal– Scharberg/Bliss and Christman-Rodriquez** | • Packets of information by Maureen, Larry and India forwarded proposals to Debbie Chaw for preliminary review and feedback.  
• Glen reports $10,000 set aside, but has been increased to $14,000 in response to the proposal. Once he starts seeing purchase orders and invoices he will start opening up accounts. Not sure yet, if these expenditures will flow through Alicia or other departments. Executive Sponsors will need to approve.  
• Larry and India discussed the different ways they have planned to reach out to students, such as: posters that will include space for inserts that students can have something to walk away with; Flyers, that will contain the same information as the posters; 10 X 2 foot banners containing some key words and logo to raise students attention regarding the need for IAPS. Theme will be consistently that Semester Conversion is coming; and the differences between semester and quarters.  
• Lindsay concerned about making a concerted effort to push the semester conversion language. But noticed that no IAP was mentioned on the banner. She would like to know how we can incorporate it  
• Lindsay discussed briefly the Pomona meeting on August 1 and heard from two campuses about their IAP. She said that neither of those campuses made IAP’s mandatory. She also mentioned that IAPs would be the subject matter of her fall visits to the campuses.  
• Larry is working on draft design. Once he gets something back he will bring to
communications committee meeting. Lindsay suggest she that one banner should be an IAP banner.

- India discussed plan: 50 banners – 25 will be put out the first year, 25 will be put out the second year in order to preserve wear and tear on the banner.
- Larry reminded everyone that the goal was to come back to the committee today and ask what you think of this multi view approach.
- Lindsay stated that she liked the look of the banner, but wanted to know what happened to the IAP.
- India suggested re-working the IAP language to address Lindsay's concern.
- Glen said we could create specific page(s) about the IAP
- India said that with Feather Fly, she will come up with 3 or 4 versions to be disseminated.
- Jeff explained to India that the people assigned to put up the banners should be given a campus map and a legend for them to follow. Also mentioned the Concord campus and how it could be a problem, so need to make sure flyers are placed correctly.
- India discussed the budget for the Big Plan – based on web research, etc.; 20,000 Semester Conversion informational Flyers, display stands, 20,000 informational posters medium size, some with pockets, some without will be sent to each college; plastic pockets with flyer, small cards, undergraduate will be 2-sided and will talk about what needs to be done for freshman, sophomores, advising bookmark and feather flag.
- Discussed key locations for flyers/posters, etc., and Lindsay mentioned Student Housing and Concord
- India said the designer is moving forward with the feather flag and she read to the committee some of the information that will go on the insert.
- Lindsay asked how soon before Bookmarks are ready and that she was hoping to see something this month, or at the latest, September.
- India let her know that the content was not finalized yet and Larry said Bookmarks would not be ready until September and one reason for that was because he didn’t really know when they were going to be able to do the IAP information
- Lindsay was concerned only because she wanted to take some of the Bookmarks on her campus visits.
- India will work on Advising bookmark this morning.
- Lindsay mentioned that the Executive Sponsor meeting was this afternoon and that she will be presenting the current proposal

4. New Business - None

- Lindsay asked Glen where we were with ERP about the IAP?
- Glen said he sent a request to tech development to change button layout on IAP to allow for approval GE and Major Advisors to approve the IAP. He received final feedback from accessibility services – sent to tech team along with recommended websites visited on accessible designs.
- Lindsay asked if Advising would be able to play with it. Glen’s response was “Yes” and that he’d be refreshing the data base this week, bring in current student data and IAP as it stands. Will have access to current students.
- Lindsay asked Larry when his group, the IAP Task force plans to meet. Larry stated that the Task Force will be meeting every two weeks and asked if consultants could attend the meeting to listen and not consult. He feels that it is important for advisors who are working together to try and make some sense and wants to sit down with the consultants to voice their concerns.
- Lindsay suggested that Glen and Alicia attend the next IAP Task Force meeting on August 18 to distribute and gather data
- Lindsay asked if the Newsletter went out this month. Jeff responded that it did, along with the video

Meeting adjourned

Adjudered at 9:55 AM
Next meeting 8/29
Meeting Notes – August 29, 2016 9:00am to 10:00am SF 329
Communication Subcommittee of Semester Conversion

PRESENT
Mike Hedrick, Lindsay McCrea, Glen Perry

ABSENT
Jeff Bliss, Larry Bliss, Maureen Scharberg, India Christman-Rodriquez

AGENDA ITEM

1 Updates: Question and Answer Revisions: McCrea
- Lindsay preparing Q & A documents to take to next Sponsor’s meeting on 9/19; Staff Q &A has one question that needed updating on Registration and Scheduling input was requested of Angela Schneider and Maureen Scharberg. Asked is the language that we’re currently using still appropriate or will we need to change it?
- Angela made suggestions and edits to the Registration piece
- Maureen’s response on whether or not language is still appropriate raised more questions about the need for a discussion in general about the approach to scheduling as the campus transitions to semester
- Mike and Glen don’t think there will be a need to make any changes to the language at present
- Mike used Biology as an example when responding to Lindsay’s concerns regarding courses that will help graduates down the road as upper division “specialty” courses. Feels liberal substitution policies are the best departments can do.
- Lindsay stated that in order for people to graduate there will be a need to have more sections, which could make for budget issues and that 16-17 and 17-18 are unique in that the approach to planning will require a different approach and more proactive thought in planning and budgeting
- Mike feels need to have the conversation with Provost and Deans on how they feel about pushing departments to schedule throughout transition period. Low numbers enrolled, but still need to cover cost – Wondering are Deans hearing the message about how transition period will be funded.

2. Updates: Flyer/Poster/IAP
- Lindsay updated us on email from India regarding University designer working on feather design piece. AACE student working on design of the proposed Poster, handouts, and flyers
- Glen said that there is $14,000 in funding that will flow through the Special Projects office. Per Debbie, Alicia will handle all purchase orders related to the Semester Conversion program.
- Lindsay is arranging fall GS class visits.
- One more round of Orientation for transfers and freshmen on 9/16 two weeks.
- Links on Academic Senate site have been broken. Lindsay went through documents on SC website and those that are not linked are referrals and outcomes to senate page that Sophie created and manages. Sophie and Mark due back on Sept. 1, 2016
- Mike stated that all senate link docs were broken. Big problem… but Mark will have to deal with this.

3. New Business: None
- New Faculty Lunch on 9/13 12-1 in MPR B. Lindsay and Mike will attend and will pass out an info flyer on SC.

Meeting Adjourned at 9:54 AM Next meeting 9/12 9 AM
# Meeting Notes – September 12, 2016 9:00am to 10:00am SF 329

**Communication Subcommittee of Semester Conversion**

## Present
Larry Bliss, Mike Hedrick, Lindsay McCrea, Maureen Scharberg, India Christman-Rodriquez, Hendrix Erhahon

## Absent
Jeff Bliss, Glen Perry

### Agenda Item

1. **Updates: Question and Answer Revisions:** Lindsay McCrea

   - Lindsay opened the meeting by informing everyone that there are still some on-going issues with the Semester Conversion website. Some of the links are not quite right. She sent two emails regarding two documents that are not linked correctly.
   - Ruthy Stephan has a “shell” that is ready to go for the Student page, but will need to check with her for time frame.
   - Sent Q & A revisions to go to the sponsors next Monday for approval. Afterwards, it will go to the Steering committee at the October 7, meeting. Mike is not sure of how many will be at the Oct. 7, Steering committee meeting due to schedule commitments.
   - The last two orientation meetings for Transfer students and Freshman students are coming up. She asked Mike if he could do the Friday session for her in the MPR building from 9:00am to 9:30am, Lindsay will attend the Transfer Student session on 9/14.
   - Mike and Lindsay attending new faculty lunch and will be taking information to inform them about Semester Conversion.
   - Alicia will be contacting Julie Stein regarding tabling the Back to the Bay event on Thursday, September 15, 2016 from 8:30 to 3:00pm.
   - Maureen asked about a new Faculty Advising Handbook. Lindsay informed her that currently there was no such book. This was not a problem with Maureen, she just wanted to know if we had them or not. The group agreed that there was no need to develop one as the SASC is finalizing the Student Advising Handbook.

2. **Updates: Flyer/Poster/IAP – L. Bliss/I. Christman-Rodriquez**

   - Larry said they are waiting for graphics folks to re-design the charts for the Faculty Handbook. Lindsay asked if they needed to be reviewed again, but both Maureen and Larry felt they had it all covered.
   - All of the Academic Advising Subcommittee meetings have been scheduled with dates and rooms.
   - Maureen said the Bay Advisor has new upgrades. Will be ready to launch in about a week and will be available to faculty.
   - Lindsay has plans to take the Student Guide Chart to the fall GS class visits. Larry hopes to have everything approved and up before school starts. Sponsors are very happy with the chart.
   - India let everyone know that if certain graphics aren’t ready we could always use the information we had copied for the Back to the Bay event (CSUEB Quarter to Semester Conversion Information Guide).
   - Mike asked if there were any plans for faculty training on IAP’s? Larry responded that yes there are plans for training as soon as everything with the IAP’s are in its place.

3. **New Business:** None
• Mike said he received an email from Andrea Lum regarding Semester Transformation. Apparently they are confused with the different names used to refer to Semester Conversion. He will write back and let them know that nothing has changed. The name is still Semester Conversion.
• Hendrix said he was going to be sending flyers to his board and that he’d scheduled a meeting with Maureen and Lindsay to go over the handouts. He feels that students would be more inclined to listen if the information was coming from their fellow students. In his convocation speech he will be letting students know that he wants students on the ASI Conversion committee.
• India will provide Hendrix with the real “documents”. Lindsay will revise the docs and send to the committee today.
• India was surprised to hear when speaking with students that they were concerned about financial aid, paying fees, etc… Students need to know that although their refund will be more, it will need to last a semester, as opposed to a quarter. Will need to be informed about money matters.
• Lindsay mentioned that Rhonda Johnson’s Financial Aid team will have sessions with students regarding the different changes in financial aid.
• India suggested placing a reminder about making their money last on the posters that are being created.
• Lindsay stated that the Semester Conversion website will launch a New Student page with lots of useful information.
• Student Advising Handbook must have approval before going live, but will be a great resource for students
• Hendrix reiterated that their partners will send out mass emails to students. He said visibility to students will not be a problem, but that the information/communication just needs to come through students.
• Maureen discussed briefly the Academic Senate policy changes – changes in probation policy. She wants to be sure this information is communicated out to students and will need help from Hendrix. Don’t’ want to see students blindsided.
• Discussed Title 9 holds? What’s the plan?
• Launching right after the election, including Title 9 workshops letting students know the seriousness of it.
• Hendrix said students will listen to the importance of Title 9 a lot better after the elections.
• Title 9 process goes in affect in the Winter.
• Hendrix said he was notified about Title 9 one week before his fall quarter.

Meeting Adjourned 10:00am Next meeting 9/26 9-10 AM