Meeting Notes – Nov. 21, 2016 9:00am to 10:00am SF 329
Communication Subcommittee of Semester Conversion

PRESENT: Mark Karplus, Lindsay McCrea, Glen Perry, Maureen Scharberg
ABSENT: Kenrick Ali, Larry Bliss, Mike Hedrick, Phoebe Kwan
GUESTS: none
AGENDA: Approved
MINUTES: Approved

AGENDA ITEM

1 Updates - Lindsay McCrea - ALL

- Lindsay opened the meeting by letting the subcommittee know that Kenrick Ali of University Union Operations will be joining the Semester Conversion Communications Subcommittee. He was not present at today’s meeting.
- Lindsay reported that she heard back from Martin. He has given Lindsay the information for his vendor account. Orders made on Black Friday (Nov. 25, 2016) will be given a 25% discount. The feather banners are $60 each, with the pole and the stand $180 each.
- There are three different flags, one for now, one for spring and one for fall. Wanted to know if she should order in increments or order all now. Martin will pay and will charge the Semester Conversion account later.
- Lindsay sent info to Jessie Cantly, however was told color needed to be changed and had not been used since 2007. She wondered why this had not been mentioned before. Jeff responded that there was no brand, no opportunity to say yes or no to the design.
- Glen hadn’t received the design Lindsay said she’d sent him via email. She emailed Martin this week to get a hold of Miquel so the order can be placed this week. She has not received a response yet.
- Larry’s group working on distributing posters, flyers across campus.
- Friday, final copy of Handbook. Hope to get printed Monday or Tuesday.
- Lindsay asked if we were doing a YouTube? Maureen will follow up to see.
- Discussed the installation of the banners: Who will install, how will they be installed?
- 50 banners in total.
- Lindsay reported that the newsletter article looked good for this month and has contacted Natalie to let her know to reach out to Glen for the January edition.
- Lindsay received the CSU Eastbay magazine (Rising in the East) through the mail over the weekend. She commented that the pictures were beautiful and the articles were very good. She enjoyed the magazine.
- Lindsay also reported that she enjoyed moving around, navigating the new web page. The only feedback she had was that the video was too big and made it hard to get places using the drop down. Wanted to know if we could lower it and bring the bottom information up to make it easier to get to?
- Jeff was asked about training. He responded that his team is finishing up Phase II. IT is nailing down to learn how to teach. Phase III, will be early February and they will begin teaching groups – individuals and departments. They are shooting to have training and content migration complete by end of the academic year.
- Will now use new version of cascade, Cascade Ocho. This is considered an easier version. The pages have modules that you can plug information into.
- Lindsay is hoping that the new version will allow for better archiving of historical files.
- Jeff explained that the archiving, etc. will be up to the administrator to put on what they want. But that nothing will go away forever.
- Lindsay inquired as to whether IT will expand their web design team to include more user friendly, customer service oriented individuals?
- Jeff responded that they are currently looking for an IT head. Phoebe Kwan is interim and has been very good about helping people out with IT support.
- Maureen suggested a “hub” for faculty – strategies for working with IT.
- Jeff reported that his team is still working on a lot of campaign stuff, i.e., electronic bulletin in high traffic areas like Bay bridge. He will check on Maureen’s suggestion about a possible electronic banner along the 880 south-Milpitas corridor, Coliseum, etc.
- Lindsay will check with martin regarding contacting student designer (Miquel??).
- Regarding the ordering of the signs: If discount is good go ahead and order all and we could possibly use storage in the UU building…otherwise just order enough for this year.

### 2. New Business - All

- Lindsay reported that she’d completed all of her GS visits. Talked some students into changing their majors.
- Discussed talking/explaining to students about the many different ways to enter into a nursing program.
- Maureen suggested Lindsay’s department put together a new marketing strategy regarding the nursing program.
- Lindsay has an appointment next week with Alana Samuels (??) regarding perspective student services and things to keep in mind while on the
- Maureen mentioned the “California Promise Legislation”
- Lindsay contemplating announcement about submission of GE and overlay proposals and applications.
- Contact Sarah Ubarra with questions about the Faculty Development “Work Smarter, not Harder”, workshop on February 8, 2016.

### Meeting Adjourned 9:50