Meeting Notes – Dec 1, 2017 9:00am to 9:30am SF 329
Communication Subcommittee of Semester Conversion

PRESENT	Jesse Cantley, Lindsay McCrea, Glen Perry, Maureen Scharberg
ABSENT	Kendrick Ali, Larry Bliss, Samantha Quiambao
AGENDA	Approved
MINUTES	Approved

AGENDA ITEM	
1. Updates: Freshman Resource Hunt, Transfer Orientation, Feather Banners - L. McCrea	
	• Lindsay updated the subcommittee on the Freshman Resource Hunt with information received from Larry B. The return has been very low from students. Not sure about distribution of prizes. • Transfer Orientation, although smaller than anticipated, group seemed much livelier. There were 137 in attendance. • Lindsay reported through a flurry of emails, she learned we are no longer contracted with the company that made our last set of feather banners. Should we want to proceed, we will need to do a whole new set of banners. • Jesse explained that with licensing, a lot of people now use on line vendors because they don't want to be part of licensing; their businesses are not set up that way. However, if we are going to proceed with the feather banners, Jesse said his group can handle and he will get the best price. • The date agreed on to have the feather banners to arrive and be installed is February 1, 2018. • Lindsay feels our CSUEB parking crew are good installers and we should utilize them for the banner installation. She would like to see the design from Jesse first. • Jesse needs to determine content; what needs to be on the feather banner. • Maureen would like the content to stay along the lines of "Make Every Class Count" • Jesse will work on this right away • Lindsay will contact both Jesse and Larry to have them f/u on the banners
2. Old Business – Transfer Students Information Flyer – L. McCrae	
	• Jesse reported that he struggled with content for this flyer. He contacted Maureen S and suggested looking at San Jose State's example. • Contacted Mike McKeon who informed him we were a year late, and didn't feel it was something that would be of much value in his area. Felt most transfer information students want to know about is transfer evaluations. Maureen agreed. • Jesse reported that he has a meeting with Mike M next week and part of this may be addressed. • CRM will hit quickly…first part in January. Customer relation management, sales force data base, outside marketing firm to work on creative messages for students. • Will start with critical areas to flow out to prospective or current students: financial aid, registration, seeing your advisor. Printed pieces being made specifically for transfer students. • Lindsay suggested encouraging more people at the table when decisions are being made. • Jesse's hope is that CRM is designed as a portal to interconnect everyone to go in and see same information on PeopleSoft. • Lindsay voiced her concern over the process and communication issues. Thinks this may be an issue to bring up with the sponsors. • Jesse said he could get a flyer together pretty quickly if that's the route we decide to go.

	• Stephanie is working to put together a mock up/screen shot. Jesse will send by Friday, Dec. 8 • Before adjourning Lindsay asked if we still have a Mobile app and is it still working? • Jesse and Twinki informed Lindsay that we do still have an app and if she is having issues pulling it up, Twinki recommended visiting the walk-in center in ST-170.
3. Meeting Adjourned: 9:30am	
	Meeting adjourned: 9:30