Meeting Notes – February 27, 2017 9:00am to 10:00am SF 329
Communication Subcommittee of Semester Conversion

PRESENT
Jesse Cantly, Mike Hedrick, Lindsay McCrea, Glen Perry, Maureen Scharberg

ABSENT
Kenrick Ali, Larry Bliss,

GUESTS
none

1 Updates - Lindsay McCrea - ALL

- Jesse Cantly joined today as the new appointed communication subcommittee member. Jeff Bliss is no longer serving on the subcommittee.
- Jesse and Lindsay met earlier this week to talk about his role on this committee, the SCSC, and the website for the university. Lindsay wants to reconfirm that he thought it would be possible to use semester conversion as one of the first pages to go live with new formatting. Lindsay alerted Ruthy of that possibility.
- Jesse reported that the template was released by web services and that we can now begin to build things…entire university needs to move over and it is a big challenge. Request for downloads will be up and running in next week or two and may be able to slide semester conversion in. He took a look at it this morning and said that he wouldn’t do all, but just homepage and any specific pages that are related to the site.
- The good thing is, as soon as we do it, the page will be responsive; students, staff will be able to see it.
- Needs to reconvene with web people, to make sure we can create a test site for it. Will shoot out a test site, but will not publish until everyone agrees. This will be a new website.
- Jesse was asked about a timeline for moving the entire university on? He responded that he’d discovered that his plan to move everything over wasn’t as solid as he thought. He is currently looking into getting more dollars for content migration help. The student site needs to go first, enrollment, student services, etc and web services is handling it. He attended his first meeting last week…lot of negotiation. It may take all summer…estimate was 2-4 years…so we need another plan so that it’s inclusive so everyone understands what we’re doing…but can’t make any decisions, …it’s 16,000 pages.
- One idea is to move everything to one test site and then go backwards before we publish.
- Lindsay asked about archiving some of the 16,000 pages for departments or programs so they will know they will not lose information. Jesse said that’s been done already.
- Lindsay asked about the search piece for csueastbay.edu would the content migrator look at that also. Jesse said one of the thing’s about webs pages is having an H1 that is part of the search engine authorization for google. That decision has to be made by the content migrator.
- Jesse informed the subcommittee that this is a big undertaking; he’s just starting to figure out how to get the money for it. He feels that we can handle the semester conversion portion ourselves, but it is very important to handle the students first.
- Lindsay spoke about the communication strategic plan and report she gave Jesse and wanted to know if he had any ideas or comments.
- Jesse’s only comment/concern was to ask where is the communication at right now? How much more needs to be done? Are there any holes, gaps? His worry is whether or not people really look at that stuff and if not, how do you get in front of students?
- Maureen said that’s what we’ll need to figure out…getting info so they won’t get frustrated.
• Jesse explained to the subcommittee that in Marketing, the number one way to get attention is through word of mouth. Branding is what people say about you when you leave the room...how do you get folks to talk about it. Tricky.
• Lindsay commented that the juniors and seniors have not been pushed at as much, but, said we've shown up at information sessions, and orientations in the summer. The group that's been difficult in her opinion is ASI. There has been a decrease in the presence at our meetings. There is some frustration about this because they are so important in this process and could be great ambassadors. She is trying to think of ways to engage them again.
• Jesse mentioned Lindsay should think about going to Erik Pinlac who advises ASI members do the right thing.
• Jesse suggested to start with the website and make sure it is very clear, then get in front of them and let them know there is a new policy. Start with Erik Pinlac and then Martin Castillo.
• Glen suggested putting policies and procedures on our site and message out at appropriate times. He's also been thinking about how to carefully message what we're going to say to students about the summer, ie. Eight weeks intensive session.
• Jesse spoke about the semester conversion website and gave his opinion of it. He suggested having policy changes right at the top so that students won't have to filter through all of this “stuff” to get to policy changes.
• Committees of the academic senate are still going on about number of sections, and impact on their overall FTES – Faculty are also wanting information about all of this.
• Jesse gave more ideas and suggestions about the website and the different pages we have, student page, faculty page, etc. He also spoke about the landing page and asked the committee how they wanted to see that...he suggested putting it on the front page.
• Lindsay said CSULA had a very busy active webpage and she thinks they tried to do way too much. Thinks simplicity is better? She would like new page to have announcement section to be more prominent.
• Lindsay asked if there is a way to track number of views. Jesse said he would need to look into it and ask Stephanie if we have the ability to track.
• Welcome Day coming up in April. And will be for “admitted” students in April
• Glen has been talking to functional offices and letting them know they should treat 2017-18 like we're in semester so we can work out the bugs before we have to be serious about it.
• Lindsay said she Looks forward to a drag and drop situation. However, Jesse explained that he doesn't know if that will be the case any longer. He spoke of using a new Cascade platform called Ocho. It's not drag and drop but easier to understand. With cascade you can create accordion menus, fonts are chosen for you, you can make a website anyway you want...shows you how to label things the correct way for search ability.

2. New Business - All

• No new business