### Meeting Notes – February 5, 2018 9:00am to 10:00:00am SF 329

**Communication Subcommittee of Semester Conversion**

<table>
<thead>
<tr>
<th>PRESENT</th>
<th>Larry Bliss, Jesse Cantley, Lindsay McCrea, Glen Perry, Maureen Scharberg</th>
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<tbody>
<tr>
<td>ABSENT</td>
<td>Kendrick Ali, Mike Hedrick, Samantha Quiambao</td>
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<td>GUESTS</td>
<td>Marguerite Hinrichs</td>
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<td>AGENDA</td>
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<td>MINUTES</td>
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#### AGENDA ITEM

1. **Updates: Banners, Spring Ori, Welcome Day, Internal Newsletters – L. McCrea**

   - Banners have been ordered and should look really good.
   - Spring Orientation is March 1; this is the last orientation semester conversion will participate in.
   - Welcome day is April 21. There will be a big push to get students to realize that it will be very different from what they were used to in the quarter system. Transfer students will need information about courses that may not apply any longer.
   - There will be no newsletter in March. In April, Maureen and Glen will be speaking on transcripts and unit conversion.
   - Rafael Hernandez will attend the February 9, steering committee meeting to talk about summer schedule rules.
   - Maureen is thinking of going to the dining commons to do a Q&A on semesters.
   - Lindsay will the Maureen’s dining commons idea with Martin Castillo at student support meeting.
   - Both Maureen and Lindsay volunteered to be part of the Q&A. They will find out from Martin when the best time for the Q&A would be, preferably when there is the most student traffic.

2. **Social Media Report – Marguerite Hinrichs**

   - Communication subcommittee guest Marguerite Hinrichs reported that her team started a social media marketing strategy. They took high quality images off Face Book and language from the website. Targeting Student Life, Orientation Day, Greek Life, etc. They will send to T. Pippin to put on line.
   - Important for people looking at the university to see what social media is doing
   - As far as engagement, they reached 90 people on January 26, 2018. The primary goal is to make sure information is out there, but they have not invested in targeting.
   - Marguerite suggested that we target the semester conversion Q&A outside of the Raw as students are congregating, near the Farmers Market. The Raw class people are coming and going from shuttle, during the day, 11:00am – 2:00pm.
   - Alicia will reserve space, table and 2 chairs on 25 Live for February 15, 2018 from 12:00pm-2:00pm at the Raw Plaza.
   - Marguerite suggested getting a sign to place next to the table. Student Life has a large sign that says, “Ask Me Information Table” and tents. We will need four people to help set up tent.
   - Lindsay commented that her understanding from people is that they have semester conversion information, as well as access to semester conversion information, but choosing not to use it. How do we shift that around?
   - Lindsay noticed this year that student leadership seems to be very absent...Not showing up where they can give information.
   - Marguerite felt that the messenger is important is very important. She suggested that the RA’s have a program around semester conversion and Maureen could be there for
questions and answers.
- The resident assistants can host some sort of party about semester conversion; it's really about programming, the messenger, and the format of the message.
- Jesse summarized the discussion: Ad in March 14, semester conversion information table this month, put semester conversion banners next to the table and have the table at the RAW to bring attention.
- Jesse will speak with Jake about CRM sample informative message to go out.
- Marguerite will continue to push the see your advisor message.
- Tuesday, Wednesday and Thursday are high traffic days for students
- Jesse will bring a banner for the semester conversion information table.

3. Pioneer Ads – L. McCrea
- Query from the Pioneer asking if we would like to place an ad in pioneer similar to the one last year.
- Lindsay suggested the Pioneer at the end of this quarter just as a reminder to get to your advisor.
- Glen thinks the ad is worth it.
- We will send same copy we used before, but Jesse will look at it to see if in need of any updates.
- Larry added that a lot has to do with message we're sending. Feels the message ought to be go see your advisor about what semesters are going to be like; Get your IAP done, etc. The message that he gave Natalie for Inside Eastbay was to encourage students to talk to faculty advisors, talk to them about what will happen when we move to semesters
- Jesse suggested that Jake Hornsby make message that we could get out campus wide. Going forward counseling will be critical to our success well into semesters. Early CRM – campus wide custom management tool – Salesforce. Interconnected data base that interconnects people to student records, automatically notifies students about how there are doing. Really about getting message to students early.
- We can see about doing it this month.
- Lindsay asked Maureen how many students are on probation. Maureen said she thinks at least 700, but not sure exactly how many and would have to check.

Meeting adjourned: 9:45am