Meeting Notes – March 13, 2017 9:00am to 10:00am SF 329
Communication Subcommittee of Semester Conversion

PRESENT
Larry Bliss, Jessie Cantley, Mike Hedrick, Lindsay McCrea

ABSENT
Kenrick Ali, Glen Perry, Maureen Scharberg

GUESTS
none

AGENDA
Approved

MINUTES
Approved

AGENDA ITEM

1 Updates: Banners, Newsletter - Lindsay McCrea

- Lindsay mentioned the newsletter issue where a pre-publication review by the contact had not occurred. Reviewed the steps and expectations for future articles.
- Coming newsletter topics: April: Faculty Development workshop, contact Mary D’Alleva, May: Faculty Advising Fellows, contact Maureen Scharberg, June: One Year Later: Updates from CSULA and CSUB, contact Mike Hedrick.
- Banners are up on the Concord campus.
- Hayward’s banners have disappeared. There is only one in lobby of SA building. On March 28, we’ll be putting up a new round of banners throughout the campus.

2. Upcoming Dates – Lindsay McCrea

- Lindsay discussed the dates for orientations this summer. She said it would be a good idea to have an introductory conversation about where semester conversion should be in these orientations. She mentioned last year we were present in the form of the pledge video and opening remarks for each session. We also gave handouts, charts, flyers, etc. Not sure what or how we will do it this year.
- Joanna and Larry are meeting with My-Lan this week to talk about orientation schedules. Asked her to build back in schedule the opportunity for students to meet with their advisors.
- Lindsay asked if there were any ideas on how we might approach it this year. Not sure what My-Lan has in mind, but will keep Lindsay in the loop. Think it’s a positive value for student’s hear about semester conversion and sway any fears they may have.
- Suggested possibly doing the pledge again and continuing with the advising piece. The biggest thing for students is that they continue to seek advising to mitigate any issues they may have about semester conversion.
- Lindsay is planning on going to the GS class instructor orientation session for the instructors, to talk about strategy to review SC material with Freshmen and Transfers.
- Hope is to have more faculty advisors do visits.
- Lindsay will forward Mike the dates for a series of family days for all of the freshman orientations.
- Welcome day is April 22, 2017. Plan on tabling.
- Larry said Advising does a workshop, but they don’t table
- Lindsay asked if we need to develop any new info pieces. All discussed updating the info sheet for summer chairs about advising, since they will encounter more students over the summer, they should be up to speed.
- Lindsay will update the piece from last year and modify and have ready to go for review in spring quarter.
- Jesse mentioned other opportunities. In the fall will attempt to (Sept) do something to get the attention in “Inside East Bay”. Maybe an all-around summary message to talk
about everything that’s happened. We can think of a headline that will get your attention. The problem is space on the banner; it can only afford to change a little bit.

- Need to know schedule for electronic signage that’s going up. ASI putting one up, not sure where it will go. Big walking sign for more messaging. One in front of SA building, but not sure.
- “Get your IAP” should be a consistent message….however Jesse will not use acronyms. So IAP-Individual Advising Plan should be the mantra.
- Timeline for those? Not sure, but Jesse is guessing this summer. May be cost involved, electrical challenges, etc and, he is not sure who’s paying for this.
- Lindsay asked where are we on monitors in different colleges?
- Larry said they are currently being used and they are all operational except for one. Messaging about semester conversion is also being currently being done.
- Rising in the East is done on a rotating basis with two of the pictures in each of three rotations.
- Branding is finished on the website and is going live next week. Semester conversion will be the next page they work on.
- Lindsay asked if they could meet and talk about the semester conversion information that will go on the website. Jessie that it would be better to move the site on the development server first and then react. That way if any changes need to be made, we can move them around. He said they’d like to interpret and then we will give Ruthy Stephan a link to the development server. However, Lindsay would still like a conversation before any work is done.
- Jesse met with his team to talk about content migration. Ruth will be asked to handle student affairs and he will be talking to her.
- Lindsay would like Stephanie to talk to Ruthy before anything is migrated.
- Larry said he is not sure if Stephanie made the branding info site live yet. We will make live on Tuesday.
- Graphic designer has completed every logo with a set throughout the entire academic side of the university and hopes to deliver to dean and office manager so that everyone will have it available.
- Larry reported that his team has created web marks, a polo embroidery version with no seal, design for print, design for web, design letterhead; pdfs or using doc and print off your printer. Would like to make them live this week. The generic one will be available as soon as button was pushed. Departments are next.

Meeting Adjourned  9:50am