## Meeting Notes – May 15, 2017 9:00am to 10:00am SF 329

### Communication Subcommittee of Semester Conversion

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

#### 1. Social Media – McCrea

- Although it was decided to remove bullet from the communication subcommittee charge about social media, after the co-curricular and student support subcommittee meeting, Lindsay reported that she has a different take on social media.
- Mark Almeida did a surveyed 10 SA departments about their use of social media; Lindsay thought it would be useful for advising people…
- Lindsay reviewed social media marketing plan received from Marguerite Hinrichs: First stage would be to push out logo and contact Information about website to the multitude of social media sites here at csueb…twitter, fb, Instagram, for the summer. In the fall she will take Semester Conversion to her marketing course and have students use semester conversion as a class project further developing our messages in the appropriate format.
- Spot videos of students talking about advising, IAP to push message. We would push what we want out there and the students would transform to appropriate format, ie, tweet, fb, twitter, etc.
- The other piece is to encourage staff/faculty/advisor in all divisions to add the “Do you want to know more about semester conversion” along with the web address” added to all signature emails.
- Discussed when students would open emails, ie. Packages, things of interest to them.
- Lindsay is proposing the subcommittee go with Marguerite’s plan. She will develop and manage with our information.
- Likes the idea of putting a face of students on semester conversion.
- Marguerite’s student will do first push of information out to campus.
- Maureen would like to have some way to track where the students are going. ie. Facebook, twitter, Instagram.
- Lindsay will invite Marguerite to the semester conversion communication subcommittee meeting on June 12, 2017. She is happy to have someone excited handling the social media piece for semester conversion.
- Lindsay thought survey information from Hendrix would be useful to Maureen and Larry as far as how things are being communicated out to students.

#### 2. SC Information Guide 2017 – Faculty Information Guide– McCrea/All

**May 15, 2017**
• The information piece for chairs that we have created for the summer could be modified and distributed to the admin staff in all the academic depts. A copy can be placed in each of the faculty’s mailboxes.
• Hopefully faculty will have a grasp that we are moving to semester in August of 2018. Maureen would like to have this information put on blackboard.
• Lindsay made this suggestion to the GS faculty. The link is still on most of the pages that students visit, including my CSUEB.
• Lindsay will look at earlier talking points and the chair information sheet and do a combination of those two.
• Lindsay hoped to have had a draft on the newly reformatted Student Information Guide guide the communication people are working on for the committee to approve.
• Glen felt that we should include major bullet points that we would give to students: they will expect faculty to have the answers. We must educate the faculty.
• Lindsay will send out once she has a copy. Anticipated major changes but not sure how many copies for orientation this summer. We are not doing the Spanish pledge this year. May need 2000 copies but she will confirm soon.
• Lindsay thinks more needs to be advertised about payment plans available for students to pay their tuition out over several payments. There is a fee, but it could alleviate some of the stress students have about perceived increase.

New Business
• Larry displayed one of the signs designed by his team about semester conversion and IAP’s (????). He is looking for $500 for two signs ($250/ea.) with this fairly simple design.
• He’s been working with a small independent company called “OD Signs” in downtown Hayward.
• Lindsay likes the sign, however suggested using the CSUEB colors.
• Committee agreed with the large sign and the information it entailed.
• Larry would like to display one of the signs at the counter downstairs all the time and the other one he would like to be more mobile so that it could be moved for orientation, ACCE mobile, etc…
• Motion was made by Larry/Lindsay to give Larry $500 for a couple of signs. Larry will send details to Glen and we will order using the Pcard.

Meeting Adjourned: 9:35am