**Meeting Notes – July 10, 2017 9:00am to 10:00:00am SF 329**

Communication Subcommittee of Semester Conversion

<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
<th>1 Updates: Faculty Information Guide/Upcoming dates and Newsletters – L. McCrea</th>
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<tr>
<td><strong>PRESENT</strong></td>
<td>Jesse Cantley, Mike Hedrick, Lindsay McCrea, Glen Perry, Maureen Scharberg,</td>
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<td><strong>ABSENT</strong></td>
<td>Kendrick Ali, Larry Bliss,</td>
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<td><strong>GUESTS</strong></td>
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<td><strong>AGENDA</strong></td>
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- Lindsay discussed with the subcommittee the Faculty Information Guide will be distributed to faculty during Back of the Bay and via a Semester Conversion announcement the first week of fall quarter.

**Upcoming Dates/Upcoming Newsletters**

- Mike has been attending family orientations. The next one he will be attending is this Friday, July 14, 2017. Though these orientations have been very well attended. Parents and students are asking a lot of questions about semester conversion. He reported that the President attended the family orientation last week.
- Lindsay’s been impressed with student orientations also. Feels students seem to know that we are ready for semester conversion and mentioned some of the questions and concerns students have asked her.
- Concord had their transfer orientation, and freshman orientation is coming up for them in two weeks. She doesn’t think there are any planned in August but there are two more in September.
- Natalie Feulner contacted Mike and sent him a draft of the July article in the University Internal newsletter. Jesse said they are publishing today.
- Lindsay asked topics for the newsletter thru fall. Jesse feels advising video is still relevant. He explained that a video can be shared and put out through social media and can be done for the September newsletter before fall convocation. Agreed this would be the topic for the September issue.
- Jesse mentioned tying in the “Finish in 4” idea and Maureen’s “Make Every Class Count”. Should also stress that freshman need to see their advisor. Lindsay feels this is a great topic for the newsletter. The topic will be addressed in the October newsletter.
- Question: Who would do mandatory advising for freshman?
  - Maureen responded that it would have to go through each of the colleges
  - Subcommittee continued brainstorming about how best to promote and market the “Finishing in 4” and “Making Every Class Count”
  - Lindsay discussed how the college of science posted schedules for fall 2018 and beyond by department. She was wondering if something about the catalogue and schedules could be in the November newsletter. Anything to help people get familiar with the new curriculum; what courses they may be teaching; being informed conduit for students; and keying people into resources that are available to them might be a good topic.
  - Discussed email Mike received about the Pioneer News special issue that’s being mailed to incoming students. Do we want to include something in that issue about semester conversion?
  - Jesse thinks if we do, we should go a full page back page ad for semester conversion.
  - The deadline is August 7, 2017.
  - Glen said that there should be enough funds in the budget for the ad.
  - Jesse will have his person draw up something about semester conversion and send to the communication group. He would like everyone to just comment on the headline
using the markup pdf and to feel free to wordsmith if needed. He will also use what’s on the flyer/data sheet. Lindsay wants them to also stress, "Make Every Class Count". And throw in the “Finish in 4” blurb. But main point is to “See Your Advisor, Make A Plan and Stick to It.

- Mike will respond to the Pioneer to let them know we would like the back page and will send them copy to use by the August 7th deadline.
- Glen’s concern is that the audience are new transfer students, and the parents of incoming students; parents will pay more attention so we have to find a balance into what the message should be.
- Lindsay spoke with Danika about bridge, etc…very few programs that will have a problem…those that may, have plans.
- Glen thinks plans are good, but worried about convincing students to give up half their summer to come take bridge courses. He feels we must have good argument for them?
- Maureen suggest that each dept needs to put a diagram out showing how not taking Summer Bridge courses will: cost more, take longer, repeat subject matter, etc.

2. Peer Mentor Training

- Lindsay mentioned needing a talking point piece for the peer mentors a suggestion that Larry had made at the last meeting.
- Maureen suggested she and Lindsay meet off line at a later date.
- Lindsay will attend GS faculty orientation to give an update since she will not be going to their classes last year.

3. New Business

- Jesse asked the subcommittee members if they saw article on CSUEB’s new Vice President of Advancement.
- Jesse is continuing as AVP.

Meeting adjourned: 9:54 am