San Diego Continuing Education
Marketing Committee

11-9-10 Meeting Minutes

Members: Ranessa Ashton, Jane Signago-Cox, Theresa Ortiz, Pahua Vang, Doug Elliot, Greg Laskaris, Holly Leahy, Rich McGirr, Lily Mino, Ingrid Greenberg, Martin P. Smith

Members Absent: Theresa Ortiz, Pahua Vang, Doug Elliot, Greg Laskaris, Lily Mino, Martin P. Smith

1. Update on class schedule survey. Ranessa reminded the group that the survey to measure the impact of the changes to the class schedule would be distributed by the Office of Institutional Research and Planning this month as scheduled.

2. Review of class schedule covers for spring. Holly created three versions of cover ideas for the spring schedule and reviewed the importance of diversity in the photographs used on the cover. It was noted that the image(s) should not only show ethnic diversity among students, but also diversity within programs as much as possible.
   ACTION: Ranessa to forward the committee’s recommendation to the President’s Office and the Office of Instruction for input/review.

3. Web site updates and recommendation to AGC.
   a. The committee reviewed the recommendation to AGC, and the supporting “org chart” of second-level navigation for the CE web site.
   b. Rich explained that we will be able to increase the width of our home page based on the screen resolution statistics we have captured from our web site users. Rich also reviewed some other technology examples on sites that were previously sent to the committee.
   ACTION: Ranessa to update recommendation to AGC based on committee input and forward to the full committee for final review prior to submission to AGC before the end of the month.

4. SDCE Communications Plan.
   a. This item was tabled until the next committee meeting.
   ACTION: Ranessa to communicate with the full committee via e-mail as a reminder to review the draft communications plan.

Next meeting Tuesday, January 11, 2011, 2 to 3:30 p.m.