San Diego Continuing Education  
Marketing Committee  

9-11-12 Meeting Minutes

Members: Ranessa Ashton, Jane Signaigo-Cox, Theresa Ortiz, Doug Elliot, Holly Leahy, Rich McGirr, Vicki Maheu, Neill Kovrig, Rosa Ayon, Kenny Parker

Absent: Vicki Maheu, Rosa Ayon, Kenny Parker

This was the first meeting of the new academic year and it was noted that some of the represented groups had not yet identified new members for this year.

1. Jessica Luedtke from the SDCCD Office of Institutional Research and Planning distributed and presented the results of the 100-year survey completed by faculty, staff, administration and select community members. The survey was used to develop the tag line and logo for the 100-year anniversary.  
  **ACTION:** Ranessa to e-mail the committee a link to the online version of the survey results.

2. Web site update  
   a. The website has been rebuilt in Drupal 7, which will allow the faculty directory and faculty web pages to be launched soon.  
   b. The participatory governance area of the site will be revised and expanded to allow committee chairpersons to have access to a content management system to post and share items on the respective committee pages.

3. Social media guidelines  
   a. Social media guidelines will be created for SDCE. The committee was asked for items to consider when drafting the guidelines (e.g. social media etiquette, what to avoid, etc.). It was suggested to use other organizations’ guidelines as a start, including the SDCCD guidelines if any exist.  
      **ACTION:** Ranessa to confirm whether SDCCD has current guidelines.  
      **ACTION:** Ranessa to draft guidelines for SDCE and share with the committee.

   a. Various project updates included a Student Services flier, scholarship materials (e.g. forms, web site, invitations, photos), commencement materials (e.g. photos, invitations, program, etc.), support for events (e.g. photos and programs for Classified Service Awards, Hail and Farewell), and campus signs (e.g. office hours, smoke free signs)

4. Next meeting date is Tuesday, November 13 at 2pm.