



Higher Education Consortium of Central California

COMMUNICATIONS COMMITTEE APPROVED MINUTES

February 7, 2001

MEMBERS PRESENT

Tim Cox, Delta College
James Grant, UC Merced
Don Hansen, CSU Stanislaus
Linda Hoile, Modesto Junior College
Catherine Morman, Delta College
Ann Robinson, CSU Stanislaus
Marcella Rodgers-Vieira, HECCC Executive Director
Robin Shepard, Merced College

APPROVAL OF MINUTES

The November 29, 2000 minutes were approved as read.

HECCC STUDENT SMART WEBSITE

Lau has a draft of the revised front page for the HECCC web site which he sent to all HECCC Communication members for review several weeks ago. The committee approved the draft which has been transitioned to the HECCC office for completion by the HECCC Executive Director.

It was suggested we purchase an additional domain and register it with the main search engines. We also need to add web site maintenance to our budget request.

Rodgers-Vieira is obtaining input from the HECCC Articulation and Transfer Committee regarding the utilization of the HECCC Grids in relationship to student and staff access.

COMSTOCK'S MAGAZINE ADVERTISEMENT

The committee members extensively discussed the miscommunication which took place regarding this project and how best to handle these types of situations in the future. Grant indicated UC Merced will require a signed approval from each of the institution representatives before entering into another venture of this type.

HECCC MARKETING PLAN

Rodgers-Vieira reviewed the committee's charge as set forth by the Presidents Council. The committee members brainstormed potential components to a joint marketing plan. Cox agreed to draft a joint marketing plan for committee review that incorporates all of their recommendations.

IRVINE FOUNDATION GRANT FOR MARKETING

Grant explained the Irvine Foundation funding as it relates to the Central Valley Higher Education Consortium.

DISCUSSION- ADVERTISING ACROSS COMMUNITY COLLEGE DISTRICT

This item was discussed at a previous meeting.

CENTRAL VALLEY HIGHER EDUCATION CONSORTIUM

Rodgers-Vieira has a meeting scheduled with Allen Carden, the principal consultant for CVHEC. UC Merced will continue to be involved in both HECCC and CVHEC. Discussion focused on the purpose and goals of each organization.

OTHER

Rodgers-Vieira reminded the committee members that the hosting campus is responsible for producing the meeting minutes, utilizing the HECCC format. The approved minutes are to be electronically sent, in the body of an email, to the HECCC secretary and the HECCC office staff will post at the web site.

Respectfully Submitted,

Marcella Rodgers-Vieira