



Higher Education Consortium of Central California

COMMUNICATIONS COMMITTEE APPROVED MINUTES

October 11, 2000

MEMBERS PRESENT

Tim Cox, Delta College
James Grant, UC Merced
Linda Hoile, Modesto Junior College
Doug Lau, Columbia College
Catherine Morman, Delta College
Marcella Rodgers-Vieira, HECCC Executive Director

INTRODUCTIONS

James Grant, Director of communications for UC Merced was welcomed as the newest HECCC committee member. The committee was pleased to have UC Merced membership committee participation.

MINUTES

The August 30, 2000 minutes were approved as read.

NEW STUDENT SURVEY

Rodgers-Vieira gave an update report regarding the status of this project. The Presidents Council is currently reviewing the project funding request. The final survey draft has been approved and is ready for print. The cover letters need a few minor corrections including an adjustment to the Columbia College logo. Lau will send an adjusted logo to Tim Cox.

INSTITUTIONAL LOGOS

Rodgers-Vieira requested clarification regarding institutional logos. Hoile indicated she would email, in a TIF file, the latest "straight bar" MJC logo for the HECCC web site. Grant indicated HECCC should use the UC logo for UC Merced for now and will be developing a UCM logo in the near future.

Rodgers-Vieira reminded the committee representatives that the HECCC Presidents Council approved the request to provide a link from each of the HECCC institution web sites to the HECCC web site. Lau stated he is the web master for Columbia College and would create the HECCC link at the Columbia site. Hoile indicated she would coordinate with the MJC web master on this issue.

COOPERATIVE ADVERTISING

Cox, Morman and Hoile brought various video advertising spots which were reviewed and discussed by the committee. The committee decided to pursue a joint theater contract

bid request. Cox indicated he would contact the company representative to obtain an informal bid and report his findings to the committee.

HECCC BROCHURE

Rodgers-Vieira circulated one page of the draft brochure for committee review as it lists campus numbers and email addresses. The committee made corrections and recommendations, which Rodgers-Vieira will incorporate, into the brochure.

Respectfully Submitted,

Marcella Rodgers-Vieira