

**CONTRA COSTA COLLEGE
CATALOG & SCHEDULE COMMITTEE MEETING – Minutes**

Purpose: Coordinate, Plan, and Develop the Catalog/Schedule for Publication

Location: AA-216

Date: Tuesday, July 23, 2013

Time: 3:00-4:30 pm

Members: Shondra West (Chair), Michele Jackson (Marketing & Communications), Tim Gleason (Media Design Specialist), James Eyestone (Information Technology), Catherine Fites (Director of Admissions & Records), Kenyetta Tribble (Matriculation Coordinator), Carla Matute (Counseling/Assessment Coordinator), Robert Webster (Counseling), Al Zuniga (Counseling), Vacant (ASU Student Representative)

Absent: James Eyestone (Information Technology), Robert Webster (Counseling), Al Zuniga (Counseling), and (ASU Student Representative)

Guest: Tammeil Gilkerson, Vice President

CONSENT AGENDA ITEMS	Minutes
<ul style="list-style-type: none"> • Meeting Called to Order 	3:15 pm
<ul style="list-style-type: none"> • Approve Agenda 	Agenda approved
<ul style="list-style-type: none"> • Approve Minutes 	<p><u>April 23, 2013 Minutes – None</u> April’s meeting was a working session to finalize the 2013-14 catalog before submitting to the print-shop for publication.</p>
<ul style="list-style-type: none"> • Spring 14 Schedule: <ul style="list-style-type: none"> ○ Discuss and approve the catalog/schedule production timeline. 	<p><u>Approve the Catalog/Schedule Production Timeline</u> Shondra distributed the academic calendar and catalog/schedule timeline for the committee’s review and approval. The committee recommended revisions to the timeline and a final version will be available at the next meeting.</p> <p><u>Other Topics:</u> Michele recommended that we go back to printing the magazine style schedule. She stated that it is a great marketing tool to encourage registration. Michele expressed having something tangible in-hand may motivate people and increase FTES.</p>

Catherine shared printing schedules is not beneficial when student services is encouraging online; application (Admissions/Graduation), transcripts, registration. Having paper schedules encourage people to stand in lines for services and the office is currently understaffed.

Tammeil shared it's how the information is accessible online. Having a flip-book schedule or an online schedule that's easier to manipulate, students can access the information better on their smart devices. Due to the cost and time constraints to meet the printer deadlines it's best to keep the production of schedules available online. Tammeil recommended to the committee to look at other colleges online schedules to get a better idea.

Shondra addressed Michele's concerns and understands the need for the community to have an available schedule on-hand. Shondra recommended printing a limited amount for outreach purposes. Considering the timeline for Spring 2014, a printed schedule is not possible for the next publication.

The committee agreed printing of the schedules requires starting the production timeline earlier. Tammeil shared that Spring 2014 schedule production should have started Spring May, 2013. The committee agreed to work towards such a timeline for Spring 2015. For Summer/Fall 2014 Shondra shared that the schedule timeline will start in December 2013.

Michele recommended outsourcing printing of the Spring 2014 schedules to West Contra Costa Unified School District. WCCUSD has a production lab and may print the schedules at a low cost to the college. Michele will follow up on this idea and bring back her findings at the next meeting.

<ul style="list-style-type: none"> • Catalog 2014-15 <ul style="list-style-type: none"> ○ Create an action plan regarding catalog changes ○ Discuss the developments of everyone's catalog assignments ○ Discuss the 2013-14 addendum developments ○ Collect new catalog corrections for the 20113-14 addendum 	<p><u>Action Plan Regarding Catalog Changes</u> An action plan was discussed to make corrections to the current 2013-14 catalog. The committee agreed to print the page that requires updating, mark the changes using red ink, and bring the corrections to the next meeting for review and discussion. Tim agreed to make changes to next year's 2014-15 catalog now as revisions are submitted to him.</p> <p><u>Development of Catalog Assignments</u> Michele informed the committee that she will distribute the front matter and chapter one of the catalog to the appropriate staff early so that the changes are provided to Tim before the deadline of February 2014.</p> <p><u>Discuss Addendum Developments</u> Shondra shared the new developments of the 2013-14 addendum which is a huge undertaking to include PE leveling. The final addendum will be available by September 2013.</p> <p><u>Collect Catalog Corrections for 2013-14 Addendum</u> The committee agreed to bring all 2013-14 corrections to next catalog meeting. Shondra will be responsible for updating the addendum and Tim updating the online catalog.</p> <p><u>Other Topics</u> Tammeil recommended that the committee look at other colleges catalog designs regarding advertising programs. CCC's Chapter 4 – Program and Course Descriptions doesn't lay out the Associate vs. Certificate requirements clearly. The committee agreed and will discuss specifics at the next meeting.</p>
<ul style="list-style-type: none"> • Resource Guide developments 	<p><u>Resource Guide Developments</u> Tim shared the resource guide last updates were completed early Spring. Due to the vast amount of events scheduled during spring semester and the graphic design hours dedicated to the 2013-14 catalog, the Student Resource Guide revisions were delayed. Michele also shared that the departments have not submitted any</p>

	changes/updates to the Resource Guide, and she will send out an email requesting the revisions/additions. Tim shared he will update the Resource Guide and bring it to the next meeting.
<ul style="list-style-type: none"> • Announcements/Open Discussion: 	None
<ul style="list-style-type: none"> • Presentations from Public: <ul style="list-style-type: none"> ○ <i>Open</i> 	None
	Meeting Adjourned 4:20pm

D = Discussion C = Consensus I = Information Only