

BOARD COMMUNICATIONS COMMITTEE MEETING

Thursday, July 14, 2016

MINUTES

1.0 PROCEDURAL MATTERS

1.1 Call to Order

The meeting was called to order at 5:32 p.m. by Ms. Arianna Barrios. Alternate member present: Ms. Claudia Alvarez.

Staff present: Mr. Enrique Perez, Dr. Raúl Rodríguez, and Ms. Anita Lucarelli as record keeper

1.2 Pledge of Allegiance to the United States Flag

The pledge of allegiance was led by Ms. Barrios.

1.3 Public Comment

There were no public comments.

2.0 REVIEW OF GENERAL ITEMS

2.1 Review of Marketing and Communications Activities/Plans at Colleges and District

The committee reviewed and discussed the marketing and communications current activities/plans at the colleges and district.

2.2 Review of Previous and Current Organization Charts for Public Affairs and Publications Department

The committee reviewed the previous and current organization charts for public affairs and the publications department. It was noted that staff was reduced from 17 full-time and 2 part-time support staff in the pre-2009 organization to 7 full-time and 1 part-time support staff in 2016.

2.3 Review of 2016-2017 Major Events, Activities, and Other Special Celebrations

The committee reviewed this item during the discussion of Items 2.1 and 2.2.

2.0 REVIEW OF GENERAL ITEMS (contd.)

2.4 Proposal of Future Agenda Items

The committee asked for an update on the communication and marketing priorities, including funding projections.

3.0 ADJOURNMENT

Ms. Barrios declared the meeting adjourned at 7:03 p.m.

Minutes Approved: August 9, 2016