Present
Dr. Lucinda Aborn
Dr. JoAnna Schilling
Vyikki Morgan
James MacDevitt
Ty Bowman
Tim Kyllingstad
Samuel Chavez

Patrick O’Donnell
Shirley Arceo – Guest
Ronda Gartrell
Sarah Ramirez
Barbara Soden
Monica Acuña - Minutes

Not Present – Abner Caguioa, Carl Bengston

Managing Social Media
Vyikki told the group that Shirley asked Aya Abelon, Media Relations Coordinator about a list serve.
Vyikki asked who will be responsible for managing and enforcing the media guidelines on campus.
Shirley’s research shows that the Public Affairs Department is usually the office that handles it.
JoAnne told the group that the WSC committee can have a role in recommending who does this job.
Vyikki told the group that the guidelines should be voluntary compliance but she recommends the guidelines become policy.
Shirley suggested it start with voluntary compliance.
JoAnne responded by saying that board policy will mean the board sets the procedures but the committee may be able to enforce certain approvals.
Tim mentioned that an ad popped up by HP and Shirley explained that she shared a re-tweet – Latinos in education.
Ty shared with the group that anything out there to be shared should start with the web authors otherwise you are asking students to start with social media versus our website. He also told the committee that it will be hard to find the item and it will not meet accessibility.

Web Focus Group Results
a summary for web focus groups was passed out.
Sarah who had the classified group, told the group that overall the website was liked.
- The icons were liked; it was a little picture busy.
- They didn’t find it to be staff focused
- They want email more accessible
- They want the apply now button back on the home page
- It was suggested the pictures of the cheerleaders be removed from above the student services area.
- Sarah told the committee that everyone loved the calendar

Dr. Schilling who had the Faculty and Managers said that the initial impression was liked and considered easy to navigate.
- The social media feature was liked.
- The mid-section was considered busy.
- The mobile setting was liked.

Shirley shared that the students (government and non-government) loved the icons.
- They commended the re-design
- Social media relevant
Shirley mentioned that there is a challenge with apply now because it doesn’t lead to matriculation.
Shirley proceeded to go over the steps to getting started. She hopes to brand the Future Students link; according to google analytics Future Students is being branded.
Ty suggested another button or to add to it.
Barbara asked why the steps to getting started are not on the homepage. Shirley said that most students will not go beyond filling out the application.

JoAnna told the committee that she would like a quick video created and released in March to use as training on the new website.