

Student Affairs Committee - Minutes of meeting - May 7, 2018

Present: Amy Cameron, Linsey Cohan, Linda Comeau, Linda Fagan, Joe LeBlanc, Brian MacKenna-Rice, Deb McKinney, Aaron Moreno, Paul Saint-Amand, Chair, Kelly Sanborn, Liz Teoli

Absent: David Ducharme, Meredith Gunning, Karen Hruska, Kathy Hudson, Jennifer Levesque, Deb LaValley, Biff Ward

- **Meeting was called to order by Joe LeBlanc, Acting Chair, until Paul arrived.**
- **Approval of April 23, 2018 minutes** - motion to accept as is, seconded and approved.
- **Student of the Month, May 2018** - Three nominees, Mariela Cueva, Almely Ramos and Paoli Rodriguez. Almely was winner of the Follett Gift Card for \$50. Question raised as to whether *Student of the Month* designation can be noted on a student's transcript. Paul to follow up with Sue Shain, Registrar.
- **Guest: Ron Taber, Chief Marketing Officer**- Ron was asked to talk about alternatives to the current broadcast email announcement system. Ron explained that they have been getting close to developing a new process but they are still gathering information and feedback.
 - The new system could consist of weekly email blasts; one for faculty/staff and another for students (sample provided in print form)
 - Each event would have a [For more details](#) link and possibly be linked to the event calendar/web page
 - Announcements would be more standard format than they are now - wufoo form approach
 - We would still use the same approval cycle. Once approved, marketing sends out.
 - Events calendar possibly customizable - may want to only see sporting events, or music events, or academic events, etc.

Ron fielded questions -

- How will this affect the timing of announcements to actual event? There will have to be some deadline to meet but can be done.
- Can current digital signage be used better? Marketing tries to look through existing broadcast emails to pick out some to put on signage. Need better overall system - Need to promote use of Events Calendar so information is all in one place.
- Can the current announcement system allow for graphics, pictures, PDF's, etc.? Unfortunately, no. It was developed for text only since the files would be too large to send to thousands. Question as to whether this is still an issue.
- Can the current system use a different Header/Title other than *NECC Announcements* in order to grab reader's attention? Possibly, but maybe not.
- It was noted that students communicate via text messages not email. Can we broadcast text? Admissions is testing this very carefully.

Ron invites more questions and thoughts. Please email him at rtaber@necc.mass.edu.

- **Committee Elections Results** - Fall 2018 New Member - Maya Bonet from Global Studies Department. Hilmar Von Strunck is a faculty alternate next semester.
 - Thank you for their participation on this committee: Aaron Moreno, Linda Comeau and Joe LeBlanc who will be leaving.
 - Our student representatives will be Linsey Cohan and David Ducharme
 - Meredith Gunning will be on sabbatical in the fall.

- **Other Business** - Have a wonderful summer!
- **Call to adjourn and seconded.**
- **Submitted by Linda Fagan 5/8/2018 and Paul Saint-Amand 5/9/2018**