



## ELECTRONIC COMMUNICATION for the CENTRAL REGION

Conference Call via CCCconfer Webinar on July 18, 2010  
1:00 p.m. to 2:00 p.m.

<b>STAKEHOLDER PURPOSE</b>	<b>To explore and fully utilize all forms of electronic communication for Central Region Consortium stakeholders</b>
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<b>STAKEHOLDER:</b>	<b>WIN: A definition of success from each stakeholder</b>
Jessica Chapman BEC Director Kern CCD	Move further down path in having web updated and changed the way we need.
Sue Clark, Project Director Central Region Consortium Modesto Junior College	
Barbara Fanning Mindswing Consulting	Other strategies for communication...will discuss to meet your needs. What are questions of group...look and feel. What sort of site do you want?
Terry Newman, Director Community & Contract Education Gavilan College	
Bonita Steele Director Grants/Research/Development Kern CCD	Jess said it very well. Ditto.
George Boodrookas	Other forms of communication, i.e., not sure if web does it all.

<b>DESIRED OUTCOMES: By the end of this conference call, we will:</b>
<ul style="list-style-type: none"> <li>Review ground rules for our conversations and decisions: call will be archived, announce plan to leave call early, as needed.</li> </ul>
<ul style="list-style-type: none"> <li>WIN: Definitions of success from each stakeholder</li> </ul>
<ul style="list-style-type: none"> <li>Review and assess electronic communication / Website <b>SURVEY RESULTS</b></li> </ul>
<ul style="list-style-type: none"> <li>Develop a list of electronic communication / Website needs per survey results</li> </ul>
<ul style="list-style-type: none"> <li>Develop list of Web sites stakeholders like / don't like. List pros/cons.</li> </ul>
<ul style="list-style-type: none"> <li>Develop a list to answer the question, "What does the Central Region look like?" List will be used to develop graphics to be displayed on CRC Website.</li> </ul>
<ul style="list-style-type: none"> <li>Review Website Project Specification received from Barbara Fanning, Mindswing Consulting</li> </ul>
<ul style="list-style-type: none"> <li>Review proposed Web development deliverables and delivery dates from Mindswing Consulting.</li> </ul>
<ul style="list-style-type: none"> <li>Gather feedback from stakeholders on Constant Comment products: newsletter, survey, etc.</li> </ul>
<ul style="list-style-type: none"> <li>Agreement on an Action Plan / Next Steps</li> </ul>

**ELECTRONIC COMMUNICATION for the CENTRAL REGION  
CENTRAL REGION CONSORTIUM**

## AGENDA

**Conference Call on July 1, 2010 at 9 a.m.**

<b>WHAT</b>	<b>HOW</b>	<b>WHO</b>	<b>TIME ESTIMATE</b>
Welcome and Roll Call	Roundtable	Sue Clark	1 minute
Review Ground Rules	Gather input from individuals and reach consensus	Sue Clark	1 minute
WIN Statements	Participant roundtable	All stakeholders on call	5 minutes
Review Survey Results	Roundtable	All stakeholders on call Jessica: proposal has incorporated comments of survey. It seems to address everyone's needs. Sue has addressed survey needs in proposal. Survey accomplished what we wanted...feedback to give us a clear path to move forward. George: people want web to do a lot and how few times they use the web site. Validated the need to update site. Bonita: interesting that there is a high level of satisfaction and people only used it for one thing. George: how sue keeps in touch w/ us. People like the communication level. Jessica: I went to Web site to select buttons to see what they did. Don't want to go there for	15 minutes

	<p>anything else. All other things on there, I would not have known they were there.</p> <p>Bonita: resources and articles that I need that are updated by scores of people. Not a one person shop.</p> <p>Jessica: info in Google reader from other sites. Shows up in Reader folder.</p> <p>Barbara: Is there interest in RSS (Really Simple Syndication) feed? Serves different news to you. Another option: follow several news organization on Twitter...it is delivered to you. It brings content to you. Depends on what people are looking for.</p> <p>We can include. Is that of value?</p> <p>Jessica: Yes. But look at audience.</p> <p>George: SJ Valley (this is an Alert) saves time. Is it possible to have a daily feed of the Website?</p> <p>Barbara: spec has three separate feeds across the bottom...from CRC site: 1) news feed that region has posted or create a link to another news story 2) events/mtg feeds..persistent on</p>	
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	<p>home page and all pages 3) bulletin board – internal communication</p> <p>Feeds from outside: would need to look re: copyright.</p> <p>Email from CCCCO: this would be called a digest. Sue could feed to website.</p> <p>MORE page Bonita: US dept of energy EERE...they send a weekly digest. Can Barbara do it as more of a push? YES. That is doable. She will need to check w/ programmer. Database of email housed at Constant Contact. We can look at a daily or weekly digest as long as data base can work w/ Constant content. George: Password protected area and push alerts to staff throughout the organization Barbara: bulletin board ...we can look at intranet for people to share and download, as needed. Bonita: could be use. Jess: I don't see it right now. How much traffic are we getting? Right now, I don't think there is a</p>	
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		<p>demand for it. If demand down road, that would be next iteration.</p> <p>Barbara: If need later, we can look at adding. If not, it's an extra that comes later.</p> <p>George: Bay has repository of all documents.</p>	
<p>Develop list of needs (2 areas) based on survey results:</p> <ul style="list-style-type: none"> <li>• Electronic Communication</li> <li>• Web Site</li> </ul>	Roundtable	All stakeholders on call	10 minutes
Develop list of good/bad Websites w/ Pros/Cons	Roundtable	All stakeholders on call	10 minutes
Develop list that describes the "look" of the Central Region	Roundtable	All stakeholders on call	10 minutes
Review Web site Specification document	Review contents via Webinar tools	All stakeholders	15 minutes
Reach agreement on proposed deliverables and timeline	Reference Mindswing Consulting contract via Webinar tools	All stakeholders	10 minutes
Gather feedback from Stakeholders on Constant Comment products	Roundtable	All stakeholders	10 minutes
Reach agreement on an action plan/next steps	List action steps with timeline. Schedule next call.	All stakeholders on call	5 minutes