The Communications Committee of the Board of Trustees of the Houston Community College System held a meeting on Tuesday, June 19, 2007, at the System Administration Building, 3100 Main, 12th Floor Chancellor’s Office Conference Room, 12D11, Houston, Texas.

COMMITTEE MEMBERS PRESENT
Yolanda Navarro Flores, Committee Chair
Richard Schechter
Bruce Austin
Abel Davila
Diane Olmos Guzman

ADMINISTRATION
Doretha Eason, Executive Assistant to the Chancellor
Irene Porcarello, Vice Chancellor, Student Success
Gloria Walker, Vice Chancellor, Finance and Administration
Dan Arguijo, Associate Vice Chancellor, Communications
William Harmon, President, Central College

OTHERS PRESENT
Maureen Singleton, Counsel, Bracewell & Giuliani
Brad Deutser, Consultant, Yaffe/Deuster
Catherine Campbell, Consultant, Yaffe/Deuster
Julie Gilbert, Consultant, Locke, Liddell, & Sapp
David Ross, President Faculty Senate

CALL TO ORDER
Mrs. Flores called the meeting to order at 3:30 p.m. and declared the Committee convened to consider matters pertaining to the Houston Community College System as listed on the duly posted Meeting Notice.

UPDATE OF THE BOARD OF TRUSTEES WEBSITE
Dan Arguijo presented an update on the Board of Trustees website and provided a timeline for the project. He noted that the launch of the website is scheduled for September 2007.

Mr. Arguijo informed that the Trustees would receive a questionnaire, which will be used to gather additional data for the Board’s website update.
Mr. Arguijo informed that Communications staff is meeting every Monday at 10:00 a.m. to discuss news and community events that have or will be happening in Trustee Districts that will be utilized for story development.

Mrs. Flores apprised that the story development format should be shared with the Trustees so they can use the format to submit stories to be placed on the website. Mr. Arguijo asked that the Trustees send in their news stories along with contacts and noted that Communications will conduct a follow-up.

(Mr. Austin arrived at 3:36 p.m.)
(Mr. Davila arrived at 3:36 p.m.)

Mrs. Flores informed that she would like a series of things developed, such as a story on community colleges and their purpose. She noted that this information would assist in answering questions regarding the importance of community colleges. Mrs. Flores apprised that she receives information weekly on Northeast college events and noted that a standardized format should be developed so that all Trustees can have information on events in their districts.

Mr. Arguijo informed that his department is working on an event calendar that will list events for each college.

(Mrs. Guzman arrived at 3:42 p.m.)

Trustee Flores requested an update on Trustee Aiyer’s community web mail. Mr. Arguijo informed the community web mail is included in the timeline and noted that it will be a part of the Board’s website.

Mr. Schechter mentioned that Trustee Flores is doing a great job in bringing about cultural change.

Mr. Davila asked for samples of how the website will look.

Mr. Austin suggested that a review of software connectivity is completed.

UPDATE ON STRATEGIC PLAN FOR COMMUNICATIONS
Mr. Arguijo apprised that the timeline presented also included the status for the Strategic Plan for Communications.

Mrs. Flores apprised that companies coming into a new area look at schools and available workforce.

Mrs. Porcarello referenced the survey students completed at the graduation and noted that ninety-nine percent of the students responded that they were happy with HCC. Mr. Davila noted that this type of information should be used in promoting.

Mrs. Flores informed she would like to see a graduation page on the website.
Dr. Harmon informed that he received an email from a student who has pursued higher educational levels who stated that she is now attending an Ivy League school and is fully prepared because of the educational experience she received at HCC.

**ADJOURNMENT**
With no further business, the meeting was adjourned at 4:35 p.m.

*Recorded, transcribed, and submitted by:*
Sharon Wright, Executive Administrative Assistant, Board Services

**Minutes Approved as Submitted:** *August 23, 2007*