

TCCTA Publications Committee

Thursday, February 19, 2009
Renaissance Hotel, Austin

Members Present: Carol Lowe, McLennan College; Toni McMillen, Paris Junior College; George Jackson, Collin County Community College (Frisco campus); Teresa Beasley, Panola College; Mark Hanna, Amarillo College; Suzanne Morales-Vale, Central Texas College, and Lee Grimes, South Texas College.

Guests present for part of the meeting included: TCCTA President Revis Bell, St. Philip's College; TCCTA Executive Director Richard Moore and Carole Hawkins, Assistant to the Executive Director.

Minutes from the October meeting were approved on a motion by George Jackson, seconded by Mark Hanna.

Old Business

After consulting with Carole Hawkins, the committee agreed to drop the question of whether or not a need exists for a disclaimer on the TCCTA Blog, leaving the Blog as it currently appears.

Committee members reviewed the newest version of the travel article and made editing suggestions. Carol Lowe said the vignette approach is a good way to include information and lead the reader back to the website.

George Jackson moved the committee accept the article with editing; Mark Hanna seconded, and the motion passed.

The suggested article on ORP, the economic crisis, and effects on the profession was next on the agenda. Committee discussed options on how to proceed with the article given the time involved from inception to publication. Carol Lowe suggested asking convention speakers to give us a brief history, explain how regulations are changing, and how it will affect our profession. The committee appointed George Jackson (a willing volunteer) to attend the convention sessions. He will send emails to all committee members.

New Business

Teresa Beasley said the Blog is the best service TCCTA has provided to members in a long time.

Carole Hawkins said TCCTA recognized the value of Facebook as a marketing tool. Toni McMillen said the Facebook page is a good way to let legislators realize that we have a voice. Carole Hawkins said this is the fastest TCCTA has ever put out information. Lee Grimes asked if anyone has had resistance to MySpace or Facebook

from their campus administration. In the discussion that ensued, committee members agreed that college administrators need to recognize the expanded Facebook as professional networking and marketing in addition to social networking. Toni McMillen suggested a short article about how to use Facebook. Carol Hawkins said Marcos Molina would be a good resource on helpful tips for Facebook, and Scott Nelson would be a good possibility for writing an article based on those ideas. **Toni McMillen moved that the TCCTA Messenger include an article about how to use Facebook, Lee Grimes seconded and the motion passed.**

Revis Bell and Richard Moore visited the committee briefly. Revis Bell asked committee members to contribute to Executive Council discussion because we are a direct link with the members. He gave out certificates of appreciation, and expressed appreciation and excitement about the work being done by the committee. He asked us to contact him or the TCCTA office at any time.

Other Business

George Jackson said learning communities comprise the QEP for Collin County Community College, and suggested an article about learning communities success stories. George said he will interview people who have had success, summarize the interviews and submit it to committee. Carol Lowe said this would be another good way to contribute your own experiences in the same vignette article.

Suzanne Morales-Vale moved that George Jackson investigate learning communities on his campus, Mark Hanna seconded, and the motion passed.

When Carole Hawkins arrived at the committee meeting, discussion returned to the topic of the TCCTA website, Blog and Facebook statistics. Carole Hawkins credited Scott Nelson, communications specialist, for finding the information and sharing it through the TCCTA Blog. She said on an average workday, the site experiences close to 50 to 60 hits. The Blog has 109 regular subscribers. Carole Hawkins said people other than TCCTA members are reading the Blog, including people who want to know about our issues, newspapers and legislators' offices.

Toni complimented Carole Hawkins on the improvement in the way the links take the user directly to the article rather than a list.

Carole also discussed from which outside sites people are accessing the TCCTA site. People link back into the TCCTA home site most frequently after accessing the "join/renew" database page. The number two place they are coming from is the TexMATYC group, the math group. She said TCCTA tries to link to just about every other discipline specific organization that members are involved in, with a goal of getting those organizations to link back to us. Carole asked that committee members provide contact information to her to improve this cross-communication process.

Suzanne suggested that we link from individual campus professional home pages back to TCCTA.

Mark Hanna said he would send TCCTA information about software that will repair links.

Teresa Beasley suggested an article on dual credit courses and how to avoid having these classes turned into Grade 13. Toni McMillen said she teaches dual credit through ITV. Some schools are picking up the cost through Foundation money. Problems that may occur include ramifications to colleges if dual credit goes VCT. Teresa Beasley and Toni McMillen agreed to check what resources we have already, including information on colleges that offer dual credit classes at high school campuses versus onsite at college campuses.

Teresa Beasley suggested an article on college websites, including information about what works and what doesn't. Mark Hanna said college websites all need excellent search engines, adding that simplicity is crucial. He said if it takes more than two or four clicks to get to the page, users will stop searching.

Committee members congratulated Carol Lowe on her unopposed candidacy for TCCTA Treasurer, and expressed admiration for her work as chair of the Publications Committee.

Carol Lowe adjourned the meeting at 3:45 p.m.