Minutes from meeting of Publications Committee 03/18/03

Present: F. Cotty, S. Curtis, M. Reilly, G. Thorsen
The meeting began at 3:00 p.m. in room M209

Frank Cotty began the meeting outlining the present Publication Committee's obligation to define its responsibilities in the form of Committee Guidelines. If there is a problem creating the guidelines, help is available by contacting the Academic Senate Committee.

Frank Cotty suggested and others agreed that whatever guidelines were adapted should be doable and not overwhelming. All were in agreement.

It seemed apparent that one responsibility of this committee should be to gather together an accurate database of all QCC publications that are substantial. Substantial was defined as being more than one page in length. They included certificates, brochures, invitations, catalogs, newspapers, etc.

Susan Curtis informed the committee that she had a list of Publications from the QCC's Publication office. This list would serve as a core for the creation of a database that included all QCC Publications. Susan approached Publications from the perspective of student enrollment and marketing. Many QCC publications are used to attract students to the college and to retain them once enrolled.

The database would include the publication's title, frequency, general description, writers or creators, readers or audience, faculty adviser if applicable, and format.

Once the database was created, the committee would be charged with maintaining the database.

Another responsibility would be the creation of a collection of templates so that publications such as bulletins and catalogs would have a crisp clean, professional look and that a publication's technical and design chores might be shared by the college community. This sharing of templates would offer a more consistent look to QCC publications and the publication's association with QCC would be more visible. A further benefit would be facilitation of faculty creations of new publications and brochures.

Susan Curtis explained the college's plans to distribute the college catalog in multiple formats i.e. online, traditional paper, and CD. When a student asks for a college catalog, the school will send a CD which costs a fraction of the print publication and is much less to ship. The age of the targeted population is compatible with this implementation of the catalog. Susan said that featuring student work in school publications was aesthetically pleasing and was often the solution to the question of how to design an attractive package.

Susan Curtis also mentioned that she would like the committee to take a hard look at publications that are possibly redundant. Susan asked if there was anything unique about the Newsletter, Development Newsletter, College Newsletter, etc.? Susan told the committee that the college's website was going to be redesigned. In addition, Susan told us that she needs people to review publications such as the online catalog.

Susan will e-mail George Thorsen the list of Publications. George will create a draft of a database. This will be released to staff and faculty to gather the data needed to form a complete and comprehensive database with all QCC publications in all formats as described above. George promised to circulate an online form to the committee for comments and suggestions before release.

The Committee will meet again on Tuesday, April 29, 2003 at 3 p.m. in room M209.
Respectfully submitted: George Thorsen