

Cerritos College
Web Standards Committee Minutes
January 24, 2019

Meeting attended by: Javier Banuelos, Samuel Chavez, Patrick O'Donnell, Irma Gorrocino, Elizabeth Page, Rebecca Pang, Carl Stammerjohn, Miya Walker

Absent from meeting: Kathy Azzam, Shawna Baskette, Celeste Galvez, Daniel Gardner, Tim Kyllingstad, Veronica Miranda, Mark Olague, Sarah Pirtle, and Christopher Rodriguez

Guests: Timothy Juntilla

Date: January 24, 2019

Time: 10 a.m. – 11 a.m. Called to order 10:07 a.m. by Miya Walker

Location: LC201: CTX Conference Room

Minutes by: Miya Walker/Irma Gorrocino

Agenda Topic #1: Introductions

- Irma Gorrocino was introduced as new staff in the public affairs department.

Agenda Topic #2: Approval of December 13, 2018 Meeting Minutes

- The minutes were reviewed and approved with abstentions **Miya - motion made; Carl- 1st; Rebecca - 2nd; All in Favor; Abstained- Liz, Patrick and Javier** (*not in attendance at last meeting*)

Agenda Topic #3: Review Social Media Policy Draft (Attachment A)

- Miya provided recommendations on the Faculty Senate's draft (introduced)
- Carl asked to clarify the date in the footer area as "printed" instead of "revised".
- Carl suggested change to line #30: "maintains an inventory" to "maintains a record."
- Carl suggested change to line #36: "individuals posting content" to "the content posted by individuals."
- Miya indicated that the Public Affairs department oversees social media for the District indicated on line #31. As for violations regarding social media, Public Affairs is the first line of defense that makes everyone aware (i.e. vice presidents, ASCC, etc.) of incidents that occur. Miya posed the question to the group if it is necessary to indicate that step or is it implied.
- Liz suggested putting that suggestion in lines #86-88. Miya stated she had previously placed language there, but would go back and add something again accordingly.

Agenda Topic #4: Review Social Media User Application (Attachment B)

- Miya presented the social media directory form. The format of the form has been modified from the social media application. Miya discussed the correlation to the policy draft and how it's aligned with the social media application. Miya stated that one of the goals of the application is to be able to easily identify a point of contact for an issue that may arise with the account. The form would also serve as a resource for development of a social media directory that Public Affairs will develop.
 1. Javier stated that the form should request the social media handle (e.g. Twitter, Instagram) of each account to eliminate any ambiguity.

2. Carl suggested eliminating additional date on the bottom of the second page.
 3. Rebecca suggested moving the name of the division/department/club to the top of the form.
 4. Miya asked if there were any objections to the form or the principal of the form. No objections indicated.
 5. Liz asked for clarification on the "department supervisor" as this can vary for the advisors of student clubs in terms of who the immediate supervisor might be. In some cases it might be a dean or counselor not necessarily faculty. Miya stated a division supervisor could also be a manager.
 6. Carl asked for clarification on who would be the administrator. Suggested changing the listed examples to manager, dean or advisor.
 7. Liz asked what if your advisor does not relate to your area of discipline. Suggested designating Dean Elizabeth Miller for student clubs and add reference to AP saying 3730 for complete social media guidelines.
 8. Rebecca asked at what point is this form given to students. Miya stated the form would be available online for students to fill out as this would be indicated in the AP. Miya clarified the process in which the social media application would be assessed in order to input information into a social media directory. Rebecca stated that ASCC has a club roster for the fall semester and could potentially have one for spring semester. Once this is approved, it will then be shared with students to obtain feedback.
 9. It was clarified by Carl that you will need to have a Cerritos.edu group email for clubs under the email space listed. Miya responded that Dean Miller would need to be added under manager for clubs.
 10. Liz suggested that there must be an employee of the college designated on the form as the primary administrator.
 11. Patrick suggested the Cerritos.edu group email address be the designated email for the social media account. The group e-mail cannot be removed as the username and email for the social media site as IT still needs access to the site in case the account needs to be removed.
 12. Liz suggested adding a reference to the AP on the administrator section of the form stating that all social media policy guidelines refer to AP 3730.
 13. Liz suggested that a statement be added to the top of the form indicating that all campus-affiliated clubs utilizing or intending to utilize social media platform(s) should complete this form prior to establishing social media accounts.
 14. Samuel questioned whether or not the committee should include Public Affairs in the Cerritos.edu email account in order to monitor or reduce the possibility of abandoned accounts or users locking administrators out of the account. Miya indicated that we do not have the staff to monitor accounts and we do not want to police account holder's every move on social media. Rather, we need to have a clear structure in place in which we trust people will follow appropriate guidelines, ethics, and code of conduct.
- Miya introduced the Social Media Best Practices form.
 - Liz suggested adding a bullet referencing to the social media guidelines encouraging folks to familiarize themselves with the policy and add a link to it for individuals to reference on AP 3730.
 - Tim Juntilla stated you would reference every BP and AP, anything related to accessibility and technology along with best practices at the top of the form for clarification purposes.
 - Miya asked if this helps clarify what faculty staff would like.
 - Tim stated faculty might still have questions on the social media form, whether or not the form will be electronic with drop down options.

- Miya indicated it would be either a fillable PDF or an online form. The goal is to make the form online based. Tim Juntilla suggested it could be a drop down to be user friendly, make it easier, and have some qualifiers.
- Miya stated the process with governance this policy would go through.
- Rebecca asked if this could be linked with OrgSync.
- Carl asked what would happen if worst-case scenario a student goes rouge with a Cerritos.edu, affiliated social media account. Patrick stated that with a reset link there is a two-factor authentication that can address the issue, but eventually we may need to think about protocol with dealing with that.
- Carl asked about logos. Miya stated Public Affairs staff can assist with those being requested.

Agenda Topic #5: Questions and Comments

- Follow-up in February 2019.
- Rebecca asked when would be the appropriate time to share with the confidentiality committee. Miya said that the draft can be shared once it is completed.
- Miya shared examples of social media directories from other local colleges.
- There were no further questions or comments.

Next meeting:

February 28, 2019 at 10am LC201: CTX Conference Room

Meeting adjourned at 11:02 am and will distribute documents with appropriate input