

Communication Committee

Notes of First Meeting 15 May 2008

ITEMS FOR DISCUSSION/ DECISION

1. Broadcast Public Statement by Convocation

Paper proposed by Will to be discussed in the coming Standing Committee meeting.

2. CityU Alumni Community (Wiki)

- I. Members **AGREED** to use both Pull and Push strategies to arouse alumni members' interest in Convocation;
- II. Push Strategies: (1) To send regular though not too frequent email updates to alumni members. Members **SUGGESTED** that would be on a monthly basis; (2) **SUGGESTIONS**: To encourage alumni members to subscribe, either use RSS or "watch" function in order to receive notification for each update;
- III. Pull Strategies: (1) Members **AGREED** that Wiki would be updated more frequently. Alumni members will visit the wiki only if there are always new updates. (2) **SUGGESTIONS**: To create pages for individual alumni members and to encourage them to update on their own; (3) **SUGGESTIONS**: To encourage relevant partners to post news updates at the Alumni Community (Post-meeting note: A Convocation e-newsletter would be sent to alumni on 1st of each month.)

2.1 Associations & Clubs Strategies

Members **AGREED** to create an individual corner at Wiki for alumni associations (AAs) and invited AAs leaders to update their news on Wiki directly.

2.2 Soliciting Support from Departments

NOTED that Will would arrange a briefing session on Wiki to departmental alumni coordinators or other interested parties.

2.3 Long term Development on Alumni Community

- I. Be aware of the "hit rate" on Wiki.
- II. Re-arrange the layout on Convocation webpage to present alumni news.
- III. Vincent Lo and Mr Wilson Yuen would study the feasibility to promote Convocation through facebook.

3. Internet Access on Campus

A letter issued by Will would be sent to CSC requesting for internet access at Convocation Office for Convocation Committee members.

4. Convocation Standard Promotion Package

- I. Would propose the followings in the coming Standing Committee meeting:
 - i. Promoting Convocation through Congregation leaflet and DVDs.
 - ii. Producing promotional movie for Convocation.
 - iii. Producing Convocation banner and flag.
 - iv. Manufacturing Convocation jacket for alumni members' purchase.
 - v. Convocation Logo: Option (1): Re-designing the Convocation logo to be more user-friendly for printing and design purposes; Option (2): Universal use of CityU logo for all Convocation matters, with a line for the Convocation name next to the logo.
- II. Need a general "Use Guideline" for using any of the above suggestions as representing Convocation / or not representing Convocation.
- III. **NOTED** that Miyuki proposed to issue a Convocation booklet on 25th Anniversary.

5. Date of the Next Meeting

15 Aug 2008