**COLLEGE ADMINISTRATOR**

**Editorial Board**

**January 31, 2012**

**1:30 – 2:30 pm**

**Meeting Notes**

|  |  |  |  |
| --- | --- | --- | --- |
| **Committee Members Present** | | | |
| Diane Posterski, Executive Director (Chair) |  | Rick Webb, Sault College |  |
| Susan Atkinson, Sheridan College |  | **Resource:** |  |
| Joanne Metcalfe, Mohawk College |  | *Absent:*  *Bill Swan, Retiree, Communications Consultant* |  |
| Gregory Murphy, Durham College |  |  |  |

**Meeting Notes**

| Agenda item |
| --- |
| 1. Welcome/ introductions:   Our newest member, Susan Atkinson, Manager, Media Relations & Editorial Services, Sheridan College was welcomed. |
| 1. Story ideas:  * Features on different roles at colleges (i.e. deans, finance officers) – purpose to educate about these roles * Differences between colleges * What has changed * Expansion of administrative responsibility re: legislative compliance |
| 1. Retiring presidents story: update   Plan is still in progress, with Diane and Greg working out logistics of establishing times and modes for interviews, coordinating with students from Fanshawe College.  The questions will be provided to the presidents and interviewers prior to interview. |
| 1. Review of Fall issue: content, style, feedback   Diane presented recommendations for addressing question of updating style, etc. (see appendix)  It was agreed that we should all consider websites/and print examples that we like to bring to the table. |
| 1. Administration: next meeting set for February 28 at 2:00 pm |
| 1. Adjournment – Thank you for your time and contribution. It is very much appreciated. |

**APPENDIX**

College Administrator

Editorial Board Discussion

Question: should design/layout be updated, to make it look more contemporary?

Current situation:

The Editorial Board raised this question, but it hasn’t been tested with our membership, and we haven’t received any other feedback. “Contemporary” can mean different things to different people, so we need to generate some parameters.

We haven’t done a complete review of CA since its inception, so it might be a timely project.

Recommendations:

We conduct a review of the overall look and editorial direction of the magazine as part of a general timely review and we conduct this over the course of the next year, for a launch in Spring 2013.

As part of this review we include the following:

* Invite other members to the editorial board, to bring greater diversity (age, culture)
* Conduct membership survey/research for feedback about design and content (survey, focus groups)
* Review other professional magazines for examples of elements that could be incorporated into our magazine
* Determine basic design/style principles that will guide the process (i.e. titling, feature presentation)
* Identify editorial directions (I.e. new feature columns, guest features, etc.)

Once we have completed the review process, we give direction to Kelman, requesting a few examples of recommended changes, based on current articles/format, including a review of the masthead.