

1. Overall creative: update pictures (reflect SDICCC students, updated photography)	Will begin conversations in May; finalized by June. Civilian will present imagines that they have that they think are strong to the committee. KH suggested putting a call out for what we need, colleges already have a lot. LL asked if students can be re-targeted based on their sector interest and their college interest. This would be a college task-can use local funds. Logistically- how do we capture the conversion or connect the dots.
2. Banner ads and other related creative: enlarge "San Diego/Imperial"	Agreed. Civilian will re-tool some options and the committee will review virtually.
3. Digital Display Ads don't denote SDI at all	Remove CO logo. Possible add CA community colleges at the bottom and re-brand things as San Diego Imperial County Community Colleges
4. Overall: make regional branding more prominent than state branding	Remove CO logo (add community colleges)
5. Create regional SDI logo (to replace current regional consortium logo)	KH suggested just listed in San Diego and Imperial County- but no logo. She said logo will be detrimental. Everyone agreed. Doesn't have to be logo, but a new brand.
6. Student Success Compilation video: add typed college names under each student as they first appear	All in agreement.
7. Student Success Compilation video: update ending to verbally say "I went to school at San Diego and Imperial County community colleges"	Committee agreed to "and I went to community colleges". Civilian will bring Tracy back in to re-record.
8. Regional Website: update front page with "San Diego and Imperial Counties Community Colleges and Continuing Education"	Committee agrees with adding community colleges but NOT Continuing Ed. Students do not know what that term means and even our colleges use it all differently. Change the front page (perhaps stacked so that it doesn't impede the mobile app) and add Career Education on the college listing page. SC will provide feedback. Needs to be done by Nov. 5 th .
9. Regional website: add college logos next to college listings	SC said done. Will add to the college overview page. Front page is too small; not student friendly.
10. Regional website: add more career exploration	We need to make sure we are aligning with what the colleges are using. Continued conversation. SC will work with Tina to add some additional info. Pathway navigation workgroup can provide recommendation.
11. Regional website: make colleges more visible on mobile webpage	No need to move the college listing up. Can click on tab in upper right corner. Adding 'community colleges' should help.