

FCTL Meeting Agenda

AD 120

March 29, 2012

12:00-1:00PM

- I. Approval of February 23, 2012 minutes – 3 minutes**
- II. Update on Review of Governing Document(s) - Ken Horowitz – 2 minutes**
- III. Standing Committee Reports – 10 minutes**
 - College Governance Council (CGC)
 - Academic Integrity (AIC) – Ken Howarth
 - Instruction and Professional Improvement Committee (IPIC)
 - Curriculum Committee (CC)
- IV. Working Group (Task Force) Reports – 5 minutes**
 - Information Literacy & Critical Thinking – headed by Jack Tabor
- V. Ed Carmien – Social Media Policies and Procedures – 10 minutes**
- VI. Savita Bambhrolia —Dual Enrollment and other topics – 10 minutes**
- VII. Amy Vondrak – Office of the First Thirty – Update - 10 minutes**
- VIII. Linda Scherr – Update on The Virtual College Task Force/Advisory Council Recommendation for New Online Faculty – 10 minutes**

Meeting will adjourn at 1:00PM.

Next Meeting is Thursday, April 26

FCTL

Meeting Minutes, February 23, 2012

Attendance: C. Alfare, S. Bambhrolia, K. Bearse, H. Beinert, S. Bowen, B. Calouri, E. Carmien, C. Coenen, M. Crabtree, E. DeGiorgio, J. Fleischner, D. Generals, Y. Greenbaun, B. Hamilton, D. Hilker, K. Horowitz, K. Howarth, L. Jones, A. Lynch, J. Mathias, K. Paluscio, E. Papafratzeskakou, E. Perkins, J. Person, P. Price, B. Pugh, D. Richardson-Hall, L. Scherr, R. Schore, E. Silver, L. Sosa, K. Stevenson, J. Tabor, A. Vondrak

I. Approval of January Minutes: Minutes were approved.

II. Educational Master Plan update: Dr. Generals distributed a compilation of input or “draft of a draft” of the Educational Master Plan. Please review it and give your comments/input to your dean. Dr. Generals stressed that at this point the focus needs to be on content and not operational specifics.

III. Updated IT Strategic Plan: IT celebrated the Datatel hardware/software installations in January. IT is now learning the new systems and teams are in training for implementation. There is now a link at the College’s homepage for some mobile apps that are available. Phase II will include college news/events via RSS and expanded apps that will be student authenticated (i.e., include access to one’s schedule)

IV. Information Literacy: Pam Price shared some highlights of the preliminary data from the Perception of Information Literacy survey that a number of faculty members participated in. Once the analysis of the data has been completed, Pam will share this with the FCTL. Also discussed was the state of the library’s collection (both electronically accessible as well as printed). Pam discussed how the collection development of the library has been focused on electronic resources in recent years. However at the same time, there has been reduced effort put towards the library’s printed resources. The library now wants to focus some added attention towards updating the print collection as well as maintaining a useful quality electronic collection. Faculty input is essential for identifying the resources that need to be added to the collection. Equally important is faculty’s input as to which resources are outdated and/or superseded so that they can be removed from the collection. The library staff will be glad to help you with this process.

V. International Students: Savita Bambhrolia shared with us some information about our international students. The college currently has between 200-250 international students. These students are in the U.S. on a student visa and must be enrolled as full-time students. If any of us has an international student who may need to be withdraw from a course we need to contact

Savita. International students risk added costs and possible deportation if they are no longer registered as a full-time student. There will be an international student open house on April 11th at 6PM. Feel free to contact Savita if you have any questions.

VI. Office of the First Thirty: Amy Vondrak shared one for the important topics facing the first thirty students, advising. Upcoming changes to financial aid will have the government looking more closely for student's satisfactory progress. The rules that define satisfactory progress will be becoming stricter. If a student is not making progress they need to meet with their advisor to develop and submit an academic plan. An overall advising mission statement is needed however, more pressing is the need to address how we handle those students who are currently not making sufficient academic progress.

VII. Standing Committees & Working Groups: These reports were not given as time ran out and will be held over to the March 2012 meetings.

Meeting adjourned at 1pm.

The next meeting is scheduled for March 29, 2012

MCCC Social Media Procedures

Preface

Social media are powerful communications tools that can have a significant impact on institutional, professional and personal reputations. Examples include Facebook, YouTube, LinkedIn, MySpace and Twitter.

Because these media may blur the lines between the personal voice and institutional voice, Mercer County Community College has drafted a set of recommendations to help those participating in social media to utilize the potential of these tools while protecting institutional, professional and personal reputations.

College employees should proceed with caution, recognizing that they are subject to legal action for any material they post to social media sites. Vigilance on the part of individual users is vital for their own protection.

In their professional and institutional roles, employees are expected to follow the same standards online as they would in face-to-face interactions and e-mail correspondence. The same laws, professional expectations, and guidelines for communicating with students, parents, alumni, donors, media, and other constituents apply online as in other dealings with these groups.

Note: Because the technology for Web communication changes rapidly, these guidelines may be adjusted to reflect new issues pertaining to page management and implementation as they arise.

Section One: Institutional Social Media

1. All institutional pages must have an appointed employee(s) who is responsible for content and can check the page on a daily basis. That person should inform the Marketing Department of the creation of social media by calling ext. 3772.
2. When posting to a social media platform on behalf of a division of the college, that association should be clearly acknowledged. When applicable, the Marketing Department will provide a Mercer “M” graphic or other appropriate Mercer Graphic designed specifically for division groups in order to maintain a recognizable, consistent Mercer identity. To obtain a logo for your Facebook group, call ext. 3619.
3. All content must relate directly to college business, programs, and/or services. Content posted by administrators cannot promote individual opinions or causes not related to college purposes.
4. Student privacy must be protected. Do not post confidential or proprietary information about Mercer County Community College, students, employees, or

alumni. Employees must follow the applicable federal requirements such as FERPA and NJCAA regulations and other applicable privacy and confidentiality policies developed by the college. Employees who share confidential information do so at the risk of disciplinary action up to and including termination.

5. Divisions or individual faculty members should have a plan that considers the message, audience, and goals, as well as a strategy for keeping information on social media sites current and for removing objectionable material. The Marketing Department can assist and advise with social media planning.
6. Whenever possible, groups should link back to the college website and/or its official Facebook page. Ideally, posts should be brief, redirecting visitors to content that already resides on the college website. When linking to a news article about the college, it is preferable to link to a press release or other material that already exists on the college website rather than an external publication or other media outlet.
7. Posts on social media sites should protect the college's institutional voice by remaining professional in tone and in good taste. No division group should be developed to represent the college as a whole. This should be considered when naming accounts, selecting a profile picture or icon, and creating content. To avoid confusion with the college's main institutional site, these should all be clearly identified with the particular division or department rather than to the institution as a whole.
8. While Facebook may be a useful supplement to classroom instruction, it is inappropriate for faculty to require Facebook use by students. As an alternative, faculty could use a learning management course shell to supplement instruction. In situations where a student's safety may be at risk, faculty must be willing to keep track of Facebook aliases to avoid using the student's real name. Faculty members who opt to develop groups for specific classes should inform administrators of their divisions of these pages.
9. It may be appropriate for faculty/divisions to use Facebook as a supplement to other forms of communication with students, but it should not replace the college's website or e-mail communication system and should not be used to conduct official college business.
10. Student organizations are encouraged to develop a social media presence. When associated with the college, these pages should adhere to institutional policies. Developing "links" with the official college pages, as well as other student group pages, is encouraged.

Section Two: Best Practices

Individuals posting on behalf of a division of the college should adhere to the guidelines listed here. (These are also useful for anyone posting on social media in a private capacity.)

1. There is no real privacy in the world of social media. Before you post, think about the repercussions both for you and the college if a post is widely circulated. Items may turn up through search engines months and even years after they are posted, and comments can be forwarded or copied. If you wouldn't say it in a public forum or to a member of the media, you should seriously consider whether it should be posted online. If you are unsure about whether to post or respond to a comment online, contact the Public Information Office at ext. 3736.
2. Fact check for accuracy before posting to social media. Review content for grammatical and spelling errors. This is especially important if you are posting on behalf of the college.
3. Be respectful in tone. Understand that content contributed to a social media site encourages comments or discussion of opposing ideas. As you post and respond, consider how your comments reflect on you and/or the college and its institutional identity.
4. Remember your audience, which includes the public at large, and more specifically, prospective students, current students, parents, current employers and colleagues, and peers. Avoid posting anything that will alienate, harm, or provoke any of these groups, or reflect poorly on the college
5. Photography: Photographs posted on social media sites can easily be copied. Consider adding a watermark and/or posting images at 72 dpi with a resolution of approximately 800x600 to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

Section Three: Recommendations for Personal Social Media Sites

1. As applies to the creation of institutional groups, do not post confidential or proprietary information about Mercer County Community College, students, employees, or alumni
2. When posting, be mindful of the copyright and intellectual property rights of others and the college. Direct questions about fair use or copyrighted material

should be directed to the MCCC Library at 609-570-3554.

3. For personal sites, identify your views as your own. If you identify yourself as an MCCC faculty or staff member online, it should be clear that views expressed are not necessarily those of the institution. Consider that what you post to your personal page could have a negative impact on your professional career.
4. Do not use the MCCC logo or any other college images or iconography on personal social media sites. Do not use Mercer's name to promote a product, cause, or political party or candidate.
5. College computers and time on the job are reserved for college business as approved by supervisors and in accordance with the college's [Use of Technology Policy](#) document. Time spent on personal Facebook pages is not considered an appropriate use of work time.
6. Obey the Terms of Service of any social media platform employed.
7. Be vigilant and stay current with the security settings on any social networking communication tool.

Section Four: Disclaimer for Pages/Groups Associated with the College

All pages/groups linked to the college should include a disclaimer. Text suggested here:

Mercer County Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or any other materials ("Content") whatsoever generated by users ("the Users") and publicly posted on this page.

Disclaimer for Content on linked sites: Mercer County Community College accepts no liability or responsibility whatsoever for the Contents of any target site linked from this page.

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