

# NOC Mass Communications Advisory Committee

## Meeting Minutes

### September 6, 2018

Board members present were: Sean Anderson, Ricky Roggow, and Jeff Funk. NOC representatives were: Scott Cloud, Dr. Cheryl Evans, Scott Haywood, Dr. Rae Ann Kruse, Dean Percy, and Dr. Pamela Stinson.

Dr. Cheryl Evans welcomed everyone to the meeting and gave a brief announcement of NOC activities and accomplishments. An invitation to the Open House for the new NOC-Stillwater building is in the committee members' packets. The Open House will be September 7 at 2 p.m. NOC will begin developing a new five-year strategic plan during 2018-2019. Watch for invitations to town hall meetings. NOC will install a school-wide software system in the spring. NOC conferred 850 degrees last year. We also hosted the Higher Learning Commission (HLC) accreditation team last spring and received zero follow-up reports.

Scott Haywood introduced everyone and referred members to the Development and Community Relations scholarship update in their packets.

Dean Percy guided the discussion portion of the meeting.

1. What platforms of social media should we focus on teaching our students?

Enid News and Eagle (ENE) has about 22,000 followers on Facebook and 4,000 on Twitter. Stillwater NewsPress is reported to have the same numbers but flip flopped with more Twitter followers than Facebook. ENE conducted a survey of those followers who comment the most and used powerful terms (like, love, hate, despise, etc.). They invited this "Community Advisory Board" of colorful voices to provide face-to-face feedback and provided a subscription for participating.

Members felt it was critical to remind students right out of high school about the proper roles of personal and business social media accounts and how to effectively use social media. It would be helpful to provide guidelines for what to do and not to do on social media. The members mentioned that the platform isn't as important as the idea of what they do personally on social media. We should help students differentiate between private and personal self on social media and learn how to represent the employer's organization. Employers are building a brand so there is a line that students/employees shouldn't cross. Learn the line between engaging people and upsetting people. Potential employers look at personal social media posts before hiring. Comments were made that NOC students had lost scholarships because of their personal social media posts. Encourage students to understand the permanence of their digital footprint.

It is difficult to update social media during ball games when you are calling the game on live radio.

What are your thoughts on using accompanying video for published news stories on social media platforms?

Members reported using some Facebook Live. It is fun, but members pondered whether it was helpful. Is it worth the time investment? People appear to like having videos as part of the mix and they require relatively little editing.

Members were more interested in students having sound media ethics and the ability to understand analytics. There was a request for students to understand how the platform works, what the analytics mean, how to increase the numbers, what analytics count, and what is the point of the data. Facebook counts every person scrolling past a video and having it autoplay as a view. It would be helpful if students know how to provide a link to other information the reader/listener might find helpful. ENE uses email alerts to subscribers or text headlines so it links to a story on their website. Students need to think about how to use different platforms to reach people.

2. What software platforms should we be teaching our students to be work ready?

Adobe Creative Cloud, InDesign, Adobe Audition, HDML and Digilink Extreme. Chisholm Trail Radio uses NextGen and Audition 2017. Ricky stressed teaching students voice tracking. He also recommended lots of live work so they sound natural on voice tracking. Ricky said they hire specifically for certain positions so having a diversity of skills is important. Team Radio also uses Skyla. Radio stations use music-scheduling software and Music Master equipment.

The members recommended using Google analytics or Facebook analytics to adjust on the fly. Members used analytics to find the top read stories and the amount of time people spent on each story.

3. What skills should our students have to be quality new hires?

Versatility was prized. Students with the best job prospects have photography, writing, production, adaptability, voice tracking, and diversification. ENE employs two full-time photographers but many people work for the newspaper part-time and it is professionally rewarding. Computer knowledge is a plus—HTML, Dreamweaver, website development and maintenance. If students can morph the same document into multiple platforms, it is helpful; i.e., print postcard to Facebook to website.

4. What are the job prospects locally for a student with an associate degree?

An associate degree can help people along the career path to a four-year degree. AA in communications is a great background and can be used by a variety of workplaces—church multimedia coordinator (newsletters, video, sign boards); law firm client communications; school district communications; marketing, city government (face of public access channel); hospital volunteer coordinator, Vance Air Force base; or chamber of commerce event coordinator. The skill set is critically important. The group asked if we teach any sales and Scott reported that he does teach sales in two components.

Dr. Pam Stinson summarized the main topics of the evening and thanked the members for their participation. The meeting was adjourned.