

Meeting Notes
Integrated Marketing and Communications Council
February 6, 2013
Harold H. Haak Boardroom

Present: J. Welty, S. Hawksworth, D. Tyckoson, J. Prince, T. Pierce, P. Neufeld, J. Morillo, S. Armbruster, D. Astone, M. Nelson, B. Vinovrski, K. Schock, C. Matson, J. Hironaka-Juteau, C. Gromis

The September 5, 2012 meeting notes were approved.

Integrated Marketing Communications Advisory Committee (IMCAC)

Shirley Armbruster distributed a draft policy on the use of the university seal on certificates. The draft policy is copied below:

The university seal may be used when the award is academic in nature with requirements approved by the university, i.e., baccalaureate or graduate degree, certificate of advanced study or certificate of special study.

Certificate paper preprinted with the university seal may be obtained from Printing Services.

The following types of certificates should use the appropriate college, school, department, division, or unit logo:

- Academic Excellence
- Accomplishment
- Achievement or Outstanding Achievement
- Appreciation
- Attendance (at specific events, conferences, or other sessions)
- Completion
- Contributions
- Outstanding Student/Project/Thesis
- Participation
- Recognition or Special Recognition
- Scholarship
- Scholarship Awards or Grant recipients
- Service Excellence
- Student of Distinction

There was general discussion, including a request for the committee to consider a different certificate for internal professional development. The IMCAC will create a selection of proposed professional development templates and invite committee member review sometime in April.

S. Armbruster distributed copies of the University Journal's article on 'Brand Bulletin'. The article described the differences between a 'brand' and a 'logo'.

It was noted that there have been two exceptions made to the current university policy on the use of logos: Ag One and the Maddy Institute for Public Policy. An updated Nursing patch was also distributed.

S. Armbruster shared with the committee that in regional competition sponsored by the Council for the Advancement and Support of Education (CASE), Fresno State won a Gold Award in the Branding Programs category. Our entry showcased our comprehensive branding initiative designed to clarify, sharpen and coordinate the way Fresno State's message is communicated and also produced a new logo. CASE supports alumni relations, communications, development, and marketing professionals at educational institutions worldwide. District VII represents professionals and institutions in California, Arizona, Hawaii, Nevada, Utah, Guam and the Northern Mariana Islands.

Letterhead Addresses

B. Whitworth discussed how the logo was being used on School and College letterhead and stated that there will be one standard for School/College envelopes.

Business Cards (new option w/seal)

B. Whitworth informed the committee that the IMC Advisory Committee, based on faculty request forwarded by President Welty, developed a new business card option that includes use of the university seal (see attachment). IMCC consensus was that the option should be offered, along with the other two options already in usage. It was agreed that individuals may now chose from **one** of the following:

1. The current two-sided business card, no academic seal, as currently designed and illustrated in the Brand Manual.
2. The single-sided business card, as currently designed and illustrated in the Brand Manual.
3. (**NEW OPTION**) The current two-sided business card with the addition of the academic seal on the information side of the card. (see attachment).

Branding Assessments

T. Pierce stated that others on campus have been reporting to her when they notice the misuse of the university name and logo on campus in the community. She has enlisted the aid of a student assistant to do a campuswide assessment of current use of the logo (e.g. correct new logo or old logos used in buildings, signage, publications, etc). C. Matson suggested that Pierce's student join with her student, who has done a similar assessment for the Wayfinding project.

T. Pierce has added a section on proper branding in the ongoing spring ‘Social Media’ workshops. She informs all participants about the importance of not using CSUF because of its ties to CSU, Fullerton. She gives the example that if someone googles CSUF, the first site is CSU, Fullerton, not Fresno State.

FAX Buses

Currently Fresno City buses have CSUF prominently displayed on their route signs. S. Armbruster has been working with the city of Fresno staff to get that changed. It is in the works, but is no small feat, as the change involves not only changing the signage on the buses, but also bus headers, audio recordings and printed material.

Wayfinding

C. Matson distributed a Campus Exterior Identity and Wayfinding Design Development packet and walked the committee through a powerpoint presentation of the artist’s rendition of new signage for Fresno State. Table Mountain Rancheria has funded the design project and will also cover the costs of revamping one or two of the campus entry points.

The primary signage as you enter the campus will be large, the secondary signage, as visitors reduce speed when entering campus, will be smaller and contain more information. All parking lots will be numbered and parking signage will be consistent.

The directional signage, along with the interpretive signage was developed with the goal of making a visit to Fresno State a comprehensive visitor experience.



Note: This is the last scheduled meeting of the academic year. As mentioned in our fall meeting, this ‘committee of the whole’ will meet once in the fall and once in the spring. If needed, additional meetings will be scheduled.