

Integrated Marketing and Communications Council

March 27, 2014

2:00-3:30 p.m.

Haak Boardroom

REVISED Minutes

Members Present:

Debbie Astone, Shirley Armbruster, Joseph Castro, Jose Diaz, Candace Egan, Xuanning Fu, Melissa Ginotti, Christine Gromis (community member), Susan Hawksworth, Andrew Hoff, Andrew Lawson, Paul Ladwig, Mitzi Lowe, Kathy Moffitt, Janell Morillo, Tamyra Pierce, Kathleen Schock, Dave Tyckoson, , Bernie Vinovrski, Bruce Whitworth

Minutes were approved as distributed

Report from IMC Advisory Committee

Gun Club Logo

Bruce Whitworth summarized the Gun Club's use of a logo that was provisionally approved by Paul Ladwig. They were granted permission to use the modified Timeout Logo for one event and have since used it on social media, fliers and in other forms. The IMC Advisory Committee recommended against this logo for future use. We do not think it is appropriate in our current climate and does not portray the university in the best light. Whitworth and P. Ladwig have both met with the club president and academic advisor. We have explained our position and have given them a statement to stop using this logo. We have also offered our assistance in designing a logo without a caricature.

The council agreed with the proposed statement and discussed the caricatures' aggressive nature at length. The committee also discussed at length creating and/or enforcing guidelines for student organizations' use and manipulation of university brand items and logos.

Suggestions were made to create an inventory of student logos to evaluate use of the Timeout caricature and other identifiers as well as provide services for adjustments. A suggestion was made to include guideline language in the student organization handbook; however, as student organizations are non-state entities, we will need to look at our line of authority to do this.

B. Whitworth and the advisory council will continue work on this.

Photo Release Forms

S. Armbruster shared that in response to Cary Edmondson's (university photographer) suggestion, she is working with Bernie Vinovrski to include photo release language into standard Web information for students.

APM Updates

S. Armbruster suggested APM updates including prohibition of university letterhead stationery for personal use. She will prepare language and go to the Academic Senate for its opinion. Communication policies are also out of date. She will rewrite the sections and also take them to the Academic Senate.

CLC (Collegiate Licensing Company)

S. Hawksworth shared information about the presentation by representative from CLC. The company protects the university's athletic and non-athletic brands, which generate revenue via royalty fees. They have a legal department that assists in monitoring and correcting misuse/misrepresentation of the brand. Clarence Chiong, staff in Athletics Licensing, is our campus representative for these issues. All products with a campus logos must be produced by a CLC-licensed vendor. Our campus branding standards website contains a trademark licensing program page with information on how to place a licensing order. Applicants are directed to the CLC page, [click here](#), to access the Fresno State profile page.

Report on Communicators Network

Recap of topics/speakers

S. Armbruster shared that the group began meeting in the fall as a program/information discussion to foster communication across campus and to help us understand what others are doing. S. Armbruster shared topics covered at the meetings including social media and the Editorial Style Guide. At the next meeting, the Fresno State Debate Team, "The Barking Bulldogs" will debate paper versus digital communication. The meeting is on April 23rd in ED140. The May meeting will be an opportunity to share our best communication products.

Review of University Journal

S. Hawksworth reported that a workgroup has been formed to evaluate the production and dissemination of the University Journal. *Google* statistics suggest an average of 615 unique visitors to the publication. The workgroup will survey the community on topics of interest, frequency and how they prefer to receive the publication. The last internal communication survey we did was in 2009. We hope to have a plan in place by August 1st in time for the fall distribution.

The council also discussed the University Journal's run, now in its thirteenth year. The Journal went to digital publication in the 2007-2008 year. Prior to the Journal was the "Monday Report" that was distributed to the campus community every Monday.

The council discussed digital and print publications, especially relating to the Fresno State Magazine. There was discussion about audience preference in receiving digital or print versions. The council discussed the magazine as a marketing tool and representation of the university in the community.

The council also discussed adjustments to the digital version for Web publication including altering length of content and including media. The overarching theme of the discussion was offering a different experience in the digital publication.

Logo Usage

Non-compliance

T. Pierce reported on logo usage across campus. She is relatively pleased with what she has seen. She will revisit buildings she surveyed last year to record any updates and issues. She will also continue to enforce the branding standards for noncompliance and work with those groups.

The incorrect use of the university name is still the biggest issue. There is a trickle/domino effect when incorrect usage is distributed or shared among faculty, staff and students.

Vacancy announcements

S. Armbruster shared that use of the seal on all campus vacancies is appropriate. She said Michael Caldwell reported that Academics has been using the logo and had not received complaints. The council discussed that it has been their experience they receive a template announcement from faculty affairs and they only edit the text. Armbruster said HR supports continuation of the logo for all state and MPP search. Announcements made on the Human Resources website display the logo with other graphics.

Meeting adjourned at 3:06 p.m.