

**Integrated Marketing and Communications Council**  
**Agenda**  
**October 22, 2009**  
**Harold H. Haak Administrative Center**  
**8:00 – 10:00 a.m.**

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1. Introductions
2. Approval of September 16, 2009 meeting notes
3. Presentation of new clubs and organizations software program – E. Dominguez & J. Edgrington (8:10 a.m. time certain)
4. Committee Reports
  - Audit Committee – Peter Smits
  - Branding Committee – Debbie Astone
  - Messaging Committee – Shirley Armbruster
  - Communications Committee– Katie Johnson
5. Initial Report of Faculty/Staff Communications Survey
6. Branding Presentation – Betsy Hayes
7. Proposed Social Media Etiquette – Katie Johnson
8. Technology Organization Concept: Web Services Unit
9. Advising Services Video – Katie Johnson
10. IMCC Web Presence
11. Other Items

**Fall Meeting Schedule**

The remainder of our fall meetings will be held on the 4<sup>th</sup> floor of the library, Harold H. Haak Administrative Center Board Room from 8:00 a.m. – 10:00 a.m. on the following dates:

September 16  
October 22  
November 12  
December 15