

Integrated Marketing and Communication Council
December 15, 2009
Haak Center Boardroom
8:00 – 10:00 a.m.
Agenda

- I. Introductions
- II. Update on Centennial Planning – T. Newel
- III. Update on Campaign for Fresno State – P. Smits
- IV. Subcommittee Reports
 - a. Audit Committee
 - b. Branding
 - c. Messaging
 - d. Communications
- V. Engaging a Consultant to Assist With Developing Strategic Plan – Please review Portland State Link: <http://www.pdx.edu/ucomm/task-force-integrated-marketing>
- VI. Other
 - a. Webinar – December 17th 10:30 a.m. Haak Center Boardroom

Future Agenda Item:

- Update on Athletics