

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**November 12, 2009**  
**Harold H. Haak Boardroom**

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Present: J. Welty, M. Nelson, S. Walker, R. Durham, S. Ramage, S. Armbruster, T. Pierce, K. Johnson, S. Hawksworth, E. Junn, J. Diaz, B. Hays, J. Sweeten, J. Tatsumura, S. Witte, M. Botwin, C. Matson, L. Zelezny, S. Woodward, M. Dunn, M. Keppler, F. Harmsen, R. Nunna, P. Smits, J. Wagner, J. Sobieralski, D. Martin

Excused: S. Ramage, B. Maxey, J. Bushoven, R. Goolsby, L. Larson, D. Astone, D. Tyckoson, B. Whitworth, B. Vinovrski

Meeting notes from October 22, 2009 were approved as submitted.

**Committee Reports**

Audit Committee: P. Smits reported that the committee discussed two things: the analysis of the internal audit survey, and the draft for the external phone survey. The committee is working on the methodology of how best to facilitate the survey. The idea is to find a firm to handle the calls at no cost to us.

Branding Committee & Messaging Committee: These two committees continue to work in tandem. They met to review the discussion with the AVP from East Bay. They are working to clarify the next steps and plan to meet at the conclusion of today's meeting.

Communication Committee: The committee has met a few times in the past three weeks. They took a tour of the campus and discussed some assumptions. They brainstormed ideas:

- What makes people come to campus? - We need to market it better.
- What do we offer to visitors?
- What discourages people from coming to campus?
- We have a lack of a starting place on campus.
- There is a lack of food service options at night.
- People are afraid of the traffic circles

In December, the committee would like to work with the Outreach tour guides. They will coordinate with Director of Outreach Services, Frances Pena Olgin.

President Welty stated that the Fresno County Convention and Visitor's Bureau is interested in using the campus as a point of interest.

### **Video – What is your CSU Degree Worth**

J. Sweeten shared a video produced by the ASI which shows our students holding signs stating what their degree is worth to them.

It was suggested that the video be put on our website and Michelle Nelson will add this to the University Advisory Board agenda.

### **Webinar**

Reminder! The Primer on Measuring the ROI of Integrated Marketing and Branding Initiatives is scheduled for December 17<sup>th</sup> from 10:00 to 11:30 a.m. in the Haak Center Boardroom.

### **Analysis from the Internal Community Audit**

K. Johnson shared a powerpoint with the details from the audit. The powerpoint will be posted on the Audit sub-committee website.

The next step for the committee is to write the report and develop recommendations.

Discussion: We should review/revisit faculty and staff accomplishments and perhaps post to Bulletinboard. S. Armbruster noted that this information already exists in the Journal. She also noted that communications is considering moving Bulletinboard messages to a website, which would allow for more information and add color and attachments. If Bulletinboard was web based, we would have the ability to track usage.