

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**May 9, 2013**  
**Harold H. Haak Boardroom**

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Present: Shirley Armbruster, Tom Gaffery for Cindy Matson, Susan Hawksworth , Jody Hironaka-Juteau, Janell Morillo, Phil Newfeld, Tamyra Pierce, Jim Prince, Kathleen Schock, Dave Tyckoson, Bernie Vinovrski, John Welty, Bruce Whitworth.

The February 6, 2013 meeting notes were approved.

**Integrated Marketing Communications Advisory Committee (IMCAC)**

S. Armbruster reported on behalf of the committee. The IMCAC will reconvene in the fall with a bi-monthly meeting schedule. A new Fresno State Communicators Network will be hosted by the Office of University Communications to connect employees who perform communications functions to discuss communication and branding. We convened such a committee in the past and are happy to hear any questions and suggestions. It is a well-known effective tool we believe it can be for us as well. We will start the process this summer and launch the Network in the fall.

**Campus Logo and Name Usage Assessment and One-year Brand Usage Report**

Over the spring break, T. Pierce and a student assistant took over seven hundred photos of both good and improper use of the University's name and logo. T. Pierce shared a photo log of the findings. Since compiling the list of improper use, we have seen some active changes. The use of "CSUF" is still an issue. As it is an active social media tag and acronym for the Fullerton campus, we try to make people aware of the use and are generally met with good feedback. This document serves as a one-year report of the branding efforts. T. Pierce shared her understanding that the process of replacing and updating items can require more time. T. Gaffery noted parking permits and trash can and vehicle decals are ordered and will be installed. T. Pierce suggested repeating this process again next year as a progress report.

T. Pierce shared a contact log of people and places contacted for improper use of the university logo and name. Efforts were made to record every instance of contact. This contact serves as a way to educate the community of the new logo and branding standards. Most of the improper usage is community based but also includes on campus usage. T. Pierce highlighted instances where contact was made and subsequent corrections were implemented.

**Water Tower Branding**

S. Armbruster reported that the IMCC Advisory Committee discussed water tower graphics. The tower will be repainted white with new graphics. The Committee made suggestions for the new logo and the phrase 'Go 'Dogs!' Committee member, Shawna Blair (USU) and student member Tamar Karkazian (USU Productions) also gathered student input for the tower's graphics. The results were as follows: 174 respondents favored the Bulldog logo, 51 respondents favored the Fresno State logo and 42 respondents favored the 'Go 'Dogs!' logo. D. Tyckoson suggested the Fresno State Logo be placed on the north and south sides facing the library and north campus and the 'Go Dogs!' logo on the east and west sides to face the athletic fields. The committee

endorsed the suggestion. T. Gaffery will work with A+ Signs on the mockup. He noted the possible visibility issues of the three “D”s and suggested the stacked logo be adopted without the three “Ds” text.

### **Certificate Templates**

S. Armbruster shared five non-academic certificate templates for campus use. These non-academic templates do not qualify for use of the university seal. Certificates qualifying for use of the seal are required to go through the university print shop for printing. J. Welty advised these templates be required for future campus use. B. Whitworth noted this would help with quality control issues. S. Armbruster advised editable versions will be made available for download on the branding website.

### **Pride Points**

B. Whitworth reported he gathered a list of 64 university pride points from web and print resources. Over the summer we will pare down and list for publication on the website and campus marquees. S. Armbruster noted that this will include the Save Mart Center marquee. We anticipate we will receive more suggestions for inclusion when people begin to see them publicized. J. Welty asked that information be checked for accuracy. He also suggested including the list in the incoming President’s briefing book. B. Whitworth advised that publication design will begin over the summer and asked the committee to review the list for suggestions, missing points and errors.

### **Banners**

B. Whitworth reported campus banners are in fairly good shape and should remain so for another year. We have identified another fifty locations for additional banners with the bulk near the North and South gym and dorm areas. S. Armbruster advised that we can also consider event specific banners. T. Gaffery noted that this has been piloted for International Education Week. J. Welty suggested continuing to build ongoing allocation of funds for replacing the weathered banners. S. Armbruster noted that when the current weathered banners come down, new banners with new designs will replace the older designs. D. Tyckoson suggested that replaced banners be sent to the university archives.

### **Wayfinding Signage**

T. Gaffery provided an update on Wayfinding signage. Communications about Wayfinding signage has been sent out to the university. We are currently bidding out to award. Interactive signage in the Peace Garden will be unveiled on May 13. There will also be an updated Peace Garden brochure available at the unveiling. T. Gaffery highlighted some of the interpretive signage that will be placed across the campus. T. Gaffery also highlighted some of the feedback he received from student veterans and ROTC program.

### **Other**

J. Hironaka-Juteau informed the committee of the President’s Commission on Human Relations and Equity’s Strategic Plan – A Strategic Plan for Inclusion, Respect and Equity (ASPIRE). There are brochures available for each campus constituent—students, staff, faculty and administrators. There is also an inclusive brochure containing the entire plan. The community

brochure will be available soon. These are all available electronically at <http://www.fresnostate.edu/president/pchre/aspire/index.html>.

Meeting adjourned at 3:18 p.m.