

Integrated Marketing and Communication Council
March 18, 2010
8:30 – 10:00 a.m.
Agenda

1. Approval of February 18, 2010 meeting notes
2. Centennial Update – T. Newel (8:30 a.m. time certain)
 - a. Use of Centennial Logo
3. Name of Centennial Book
 - a. The Fresno State Century
 - b. A Century of Fresno State
 - c. Fresno State's First Century
 - d. Fresno State: A Centennial History
 - e. 100 Years of Fresno State
 - f. Fresno State: We're 700 In Dog Years
4. Committee Reports
 - a. External Audit – P. Smits
 - b. Messaging and Branding RFP – D. Astone
 - c. Communications – K. Johnson
5. Web Services Report – D. Martin & B. Whitworth
6. Graphics Standards Manual Implementation – B. Whitworth
7. Recorded Campus Messages While on Hold – S. Armbruster
8. In-Service Presentation – Ball State University
9. Sharing of Ideas
10. Campaign Marketing and Messaging
11. Other

Spring Semester meetings have been scheduled for the following dates:

February 18

March 18

April 15

May 19

All meetings are from 8:00 – 10:00 a.m.