

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

1. Approval of May meeting notes
2. Web Services Report – B. Whitworth
3. Jeanette DeDiemar Report
 - a. Pdf file of materials (attached)
 - b. PP Slides from DeDiemar morning & afternoon sessions (attached)
 - c. PD for Executive Director of Integrated Marketing & Communications (attached)
 - d. Websites: Previously distributed to IMCC
 - i. DeDiemar session with IMCC:
<http://www.fresnostatenews.com/share/oshkosh1C.htm>
 - ii. DeDiemar session with OWS and UComm (in two parts):
 1. <http://www.fresnostatenews.com/share/oshkosh1A.htm>
 2. <http://www.fresnostatenews.com/share/oshkosh1B.htm>
4. Recommended Actions/Steps
 - a. RFP
 - b. Branding/Messaging
5. Committee Realignment
6. Use of LOGOs – B. Whitworth
7. Phone Messaging – S. Armbruster
8. Mobile Telephone Apps – K. Johnson

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

Sep 8

NOTE: Sep 29 - This meeting has been rescheduled to September 30th from 3-5pm

Oct 20

Nov 17

Dec 15

Jan 20 (Thursday)

Feb 23

Mar 16

Apr 27

May 18