

Integrated Marketing and Communications Council
Agenda
February 24, 2012
8:00 -10:00 a.m. Haak Boardroom

1. Approval of January 18, 2012 meeting notes
2. Brand/Wordmark Launch - T. Pierce
 - a. Budget
 - b. Post-launch
3. Web Development – P. Neufeld
 - a. Update
 - b. Electronic letterhead color variation
 - c. Email transition
4. Banners, Stationery, Business Cards – T. Graves
5. Exceptions – W. Covino
6. Update on follow up items from January 18th meeting
 - a. Multiple College logos on a single publication
 - b. Logo usage on uniforms and clothing: test results
 - c. Constituent feedback – S. Armbruster/W. Covino
7. Future role of IMCC – Administrative or Advisory?
8. Other

Spring 2012 Meeting schedule

All meetings scheduled 8:00 – 10:00 a.m. Haak Boardroom

Wednesday, March 28

Wednesday, May 2