

Integrated Marketing and Communications Council
Agenda
March 27, 2012
8:00 -10:00 a.m. Haak Boardroom

1. Approval of 2-24-12 meeting notes.
2. Requirement to retain California State University on letterhead - W. Covino
3. Altering Maddy Institute logo - W. Covino
4. Updated FAQs - S. Hawksworth
5. Commencement Banners; Video board messages - S. Ramage
6. Athletics Endorsement of new logo
7. Updates: SMC Signage; business cards for early adopters; website branding
- B. Whitworth
8. Launch Activity Update - T. Pierce
9. Image poll - T. Pierce
10. Tech Services update - P. Neufeld
11. Red Friday, Vintage Days, Preview Day - S. Armbruster
12. University Journal, Bulletin Board notices - S. Armbruster
13. Other

Spring 2012 Meeting schedule

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

Wednesday, March 28

Wednesday, May 2