

**Integrated Marketing and Communications Council
Agenda
September 16, 2009**

1. Introductions
2. ESPN Spot – Shirley Armbruster
3. Presentation of new clubs and organizations software program – E. Dominguez & J. Edgrington (8:10 a.m. time certain)
4. Committee Reports
 - Audit Committee – Peter Smits
 - Branding Committee – Debbie Astone
 - Messaging Committee – Shirley Armbruster
 - Report of Communications Committee– Katie Johnson
5. Alumni Attitude Survey
6. Review of Task Force Report – Ellen Junn
 - Major Findings from the Friends of Fresno State Report
 - Major Findings from the Task Force
7. Graphics Standards Manual Implementation– Bruce Whitworth
8. Standards for Social Media – Katie Johnson
9. Web Services
10. IMCC Web Presence
11. Other Items