

Meeting Notes  
Integrated Marketing and Communications Council  
December 15, 2009  
Harold H. Haak Boardroom

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Present: J. Welty, S. Armbruster, D. Astone, M. Botwin, J. Diaz, F. Harmsen, B. Hays, E. Junn, P. Ladwig, L. Larson, C. Matson, M. Melikian, R. Nunna, T. Pierce, S. Ramage, P. Smits, J. Sweeten, J. Tatsumura, D. Tyckoson, B. Vinovrski, S. Walker, S. Woodward, and L. Zelezny

Guest: Tracy Newel

Meeting Notes from November 12, 2009 were approved as submitted

### **Centennial Planning**

Tracy Newel has assumed the role of Centennial Events Coordinator. Events celebrating the Centennial will include many students and community members. The following is a list of scheduled activities:

- Homecoming – Saturday, October 16, 2010. Including a parade, tailgate event paired with Athletics and the Alumni Association, and a halftime show/presentation.
- A “coffee table” book on the University’s Centennial – Date TBD. There will be a book signing in the library in conjunction with a Centennial display.
- Vintage Days 2011 Happy Birthday celebration – Saturday, April 16, 2011. Departments/Colleges Open House and birthday cake, hats, etc...
- Gala/Pinnacle Society Dinner at the Save Mart Center – May 14, 2011
- Graduation 2011 – May 21, 2011 – pining ceremony for graduates.

The Centennial Leadership Committee is chaired by Dr. Pete Mehas. Colleges/Programs will contribute to Centennial themed celebrations by rebranding current events with a Centennial theme if they so choose. Promotional elements of the celebration are to include a website, merchandising, badges for Campus Police, patches for Bulldog Marching Band, etc... An original music composition is being created to coincide with applicable promotional materials. A formal marketing plan is currently being collaborated.

### **Update on Campaign for Fresno State**

We closed the books on Nov. 30 with \$141 million gifts in progress and another \$2 million in commitments on their way. We have until June 2012 to continue collection. So far we have recorded 70,000 gifts. More than 60% of the goal has come from 19 gifts. We are in the process of breaking in two new co-chairs – Dennis Woods and Omel Nieves. The Campaign Leadership Committee meets quarterly.

### **Committee Reports**

Audit Committee: A final compilation of the internal audit results was reported. A participant base of 380 individuals contributed to the results. Most frequent channels of communication used are email, Blackboard, the campus website, and Listserv. The types of information people

are using include services, professional development, etc... Important elements of communication include ease of navigation, ease of access, brevity, knowing the center of information. Frequency of participants' use of communications included monthly, weekly, and, once a semester.

The second part of the audit is to do an external review of constituents. We are going to do the external survey ourselves. We would like to hire the students in the call center as we can't use the official call center. We will have to find phones. B. Vinovrski has access to phones as does Prof. Ed Nelson. The survey is not yet complete but fairly close to completion. Aside from the phone survey, T. Pierce has generated phone numbers for a total of 520 of random phone numbers to be used. Direct any questions or comments to T. Pierce.

Branding Committee: S. Armbruster reported that the subcommittees met last month and looked through the materials from East Bay and the consultant they had worked with. The overriding feeling in the meeting was to make sure we are not missing anything or duplicating information. Everyone agrees the Fresno State brand is pretty well known, what does our brand mean to people? Based on our conversations, we would like some professional help with this – we have a lot of our own info – but help with identifying gaps and how to put together a full plan on how to communicate. The co-chairs and President Welty discussed this and we proposed to pull a professional in. P. Smits tried to reach the person at Portland State but they were unavailable.

When they (Portland State) started out, they were doing it exactly the same way we are starting out by interviewing faculty, staff, students, and developed a “strengths of Portland state” profile. They were asked to define, “what is Portland State in one page”. They developed roadmap points that they continue to follow. Two months with the consultant cost them \$35,000. They continue to meet quarterly to review issues and what people are doing. They have said it has been a good process. The only thing they would do differently was get a stronger buy-in from athletics to make sure everyone is under one roof.

President Welty asked if there were any other thoughts or suggestions on this recommendation. E. Junn asked if the \$35,000 included the external and internal review. It was indicated that we would only pay for the external review. The process took about 18 months but Portland only used the firm for two months. It is working for them. S. Armbruster expressed that it will be helpful for us to identify this as a need. We need to reevaluate how we are perceived externally. A consultants scope should be limited to keep them on track with our immediate need. E. Junn expressed that the timing is not great to bring in an outside consultant and asked if we have any examples of a campus who did this without a consultant?

Right now T. Pierce is afraid it would backfire as the fiscal climate of feelings towards the University has soured perspectives. The students need to be involved. This (a consultant) may be received as frivolously spending money. One way it could be justified is if we use external money and if we tag it onto a new climate for the next 100 years. We did an exercise and it seemed consistent that people were lost on the website and couldn't find things. M. Botwin agreed spending money right now is not a good idea, but, “some of this stuff needs to be done.” President Welty asked if there would be support if we can find non-state money? The consensus was a resounding “yes”. J. Dias indicated given all the work we've already done, we should be

able to get a low cost from a consultant. B. Vinovrski addressed that timing and the engagement with the constituencies is not very good right now. People have a very bad taste about us (the university) right now so the timing is bad. Students are exceptionally negative. After three or four more months of faculty and staff furloughs and pay cuts, it is going to get much more negative. We should look at some external people perhaps the Friends of Fresno State. T. Pierce inquired if there is conflict of interest with that group. M. Botwin indicated that conflict of interest is not as big of a problem as moral. E. Junn expressed whenever you bring money to the table, there are strings. President Welty asked if we could define a narrow scope and asked them (the consultants) to review what we have and how we can work towards a goal. P. Smits expressed that we can do some more fact finding to narrow the scope. S. Armbruster indicated that we can do a much tighter project than Portland since we are not doing a total re-branding. The question arose of, "Is there a way to address the moral issue in this branding?" Even though there is a little bit of money, we are still looking into the future. D. Astone expressed that the consultant may tell us this is a bad time to do this. If this is called an audit, it will be less negative.

We need a smaller group to work on the scope: M. Botwin, S. Armbruster, D. Astone, R. Nunna, J. Diaz, S. Schmidt-Woodward, and P. Ladwig. Hopefully by January we will make movement on our web services.

Communications: S. Walker read notes from K. Johnson. There needs to be two types of tours. The tour we took didn't include the library and Peace Garden. There are two websites and there was a lot of blank space. We would like to push for one website. Create an audio tour, driving tour, etc... We are going to meet with C. Matson regarding this. There is no clear entry point to campus. The Smittcamp Alumni House is used because it is impressive. These recommendations will be further refined. Frances Pena needs to become involved with this. President Welty indicated that a critical issue regarding tours is the types of tours needed by various groups such as perspective students, donors, visitors, etc... L. Larson indicated that CSU, Los Angeles gave individual tours for the public (six different tours). Some realtors use low frequency radio -- pod casts are also good. Berkley has a self guided walking tour. S. Ramage suggested that the Information Desk at the University Student Union would be a good place for visitors to get information about tours. It was expressed that if visitors come on campus to take a tour and have to pay to park, that is a deterrent. A virtual tour would be useful.

### Other Items

E. Junn suggested bringing back the campus homepage that was not used. What we are currently using, obviously is not working. T. Pierce indicated that there is not a current webmaster to oversee the homepage. That should be ready after the first of the year (in terms of the web services unit). S. Armbruster stated, "It is a very subjective thing. If you ask 21 people, you'll get 21 opinions on it. The overall look of the home page is okay, it's more the navigation." It was expressed that everyone would have to take of their territorial hats for this group to be affective. S. Ramage added that a homepage is just a piece of a full architecture. She also indicated that we can not develop web pages by a committee but we can provide our feedback. J. Diaz inquired as to who are the people who are going to be visiting to a college website and what do they want to find and see.

We have good resources of people here who know how to do this, they just don't have the time. That is why we need a webmaster. It is worth it for this committee to see an example to at least have a visual comparison. We should look at award-winning web pages. If you want to get the top university web pages that can be easily done. P. Smits will identify three to five sites that are good examples and send them out to this group. This group is going to have to tackle this issue. Spend some time looking at the websites. T. Pierce will bring a "top 10" list of what people look for in a website.

The Primer on Measuring the ROI of Integrated Marketing and Branding Initiatives webinar will be held Thursday, December 17, 2009 in the Haak Center Boardroom.