

Meeting Notes – REVISED March 13, 2012
Integrated Marketing and Communications Council
February 24, 2012
Harold H. Haak Boardroom

Present: J. Welty, W. Covino, K. Clark, K. Schock, S. Hawksworth, D. Tyckoson, B. Whitworth, S. Witte, J. Diaz, R. Zechman, X. Fu, T. Pierce, P. Neufeld, S. Ramage, J. Hironaka-Juteau, S. Espinoza

The January 18, 2012 meeting notes were approved.

Constituent Feedback

W. Covino reported on constituent feedback including concern over the loss of the seal on letterhead and business cards as a university identifier as well as the “California State University” geographical identifier. The seal will remain on stationary as a watermark and business cards will still carry the full university address. **President Welty indicated that there may be a systemwide requirement to retain the “California State University” name on leaderhead. W. Covino will report back on this requirement.**

Exceptions/Requests for Exception: The steering-committee received requests to retain current logos from some entities. The committee responded consistently that the new logo will be implemented. S. Witte stated that the Farm Market label will not change based on marketing requirements/successes. OSHER and Save Mart logos will be unchanged for contractual purposes.

The university seal will remain in use at the bookstore as a “Presidential Line” on items \$55 or above.

W. Covino raised the question about any contractual restrictions on altering The Maddy Institute logo. **President Welty requested that B. Covino to speak with Mark Keppler of the Maddy Institute to clarify any contractual restrictions.** J. Diaz asked if the University Press logo will be altered. W. Covino responded that it will remain the same for international marketing purposes.

K. Clark added that communication to donors of named colleges will be forthcoming.

Paw Image Discussion: President Welty asked if the steering committee can identify any concern over the use of the paw in the new logo as an athletic-based image. W. Covino, T. Pierce and S. Ramage responded that focus groups of community, alumni, students, faculty and staff consistently chose the paw as an identifier for the university over the other images presented.

Key points from the committee discussion and focus group feedback:

- 3 “D”s retain academic qualities of the brand

- Paw represents the university as an institution
- When asked, “what do you think of when you hear ‘Fresno State’”? participants responded with “Bulldogs”
- Community perceives of the paw as resolute and hard-working
- What is real? Was it achievable? Does it make sense? Does it connect? The bulldog does.
- “We are bulldogs” and “Go ‘dogs” resounded
- Short of the full bulldog, the image rang “Fresno State”
- Concern over logo not representing the institution as a university is lessened with the use of the university seal and both “Fresno State” and “California State University, Fresno” on printed material
- The original sentiment was to get away from the use of the paw, but through the process, it was clear that the focus groups were invested in the image
- Focus group participants identified the name “California State University, Fresno” more with the CSU system and “Fresno State” more as the university identity.
- Participants also associated the paw with school spirit and the phrase, “I am Fresno State”.

President Welty asked that the conversation be captured for inclusion in the FAQs and process outline to help with concerns and questions. B. Whitworth suggested some of these items can be included as voice overs in a thirty second video being produced for the brand launch.

Brand/Wordmark Launch

T. Pierce reported on the brand/wordmark launch. The budget has been established and is being kept to a minimum. Most launch items are donated and campus banners are a part of the budget.

Inventory: The print shop is advising units to keep letterhead orders to a minimum. The deadline to transition to the new logo is December 31, 2012. There is an estimated six months of centennial logo letterhead in stock at the print shop. A campus wide inventory is being conducted of items displaying current and past logos.

Budget: Launch costs deal primarily with advertising and item giveaways of the new brand. These items will also be sold at the bookstore. Flash drives with preloaded brand files will be given to the media. Repainting the water tower is on a “wish list”, but is not possible without a donation. We have been very conscientious of the budget. **President Welty asked for the budget to be addressed in the FAQ page.**

T. Pierce announced the launch event date is April 12, 2012 at 11:45 a.m. in the Free Speech Area. The teaser video is being developed by Jeffery Scott Agency and MCJ students. It will direct people to the launch in the Free Speech area. The ‘post launch’ video will show the brand and direct viewers to the standards webpage. Concurrent with

the launch, 120 banners will replace those currently on campus. The university website will also display the new brand and graphic standards manual as well as the FAQ page.

There will be educational and training sessions to teach staff how to use various logos.

D. Tyckoson asked what the timeline is for college and department webpages to implement the graphics. B. Whitworth explained that the content management system will replace all logos that are embedded in the templates at the same time the main webpage changes. Any other logos that were placed in free-text areas need to be changed.

T. Pierce stated that post launch research will test user adherence to standards as well as the visibility and community knowledge of the new logo and standards.

President Welty suggested including community, alumni, and faculty representation at the launch. S. Hawksworth mentioned previous discussions addressing the selection of departments or units to become early adopters of the logo to promote visibility.

Pierce reminded the committee to promote involvement in the launch activities within their divisions and departments.

J. Diaz asked if faculty will receive personal invitations. T. Pierce responded that members who were involved in the process will receive personal invitations and there will be announcements made to the general campus community.

Web Development

P. Neufeld reported on web development. Based on feedback, the committee wants to move to the common domain name for the public facing websites by the April 12 launch date. The new domain “fresnostate.edu” will be implemented and “csufresno.edu” will be pointed to “fresnostate.edu”. The second objective is to move all community facing pages to “fresnostate.edu” extension within eighteen months of the launch date. Auxiliary and athletic domains will not change; instead they will have aliases or redirects from “fresnostate.edu”. The third set of domains are those we consider ‘plumbing’ and those will not change as we do not see the change as benefiting the brand in any way.

The portal transition is scheduled to occur in July. The web-based scholarship application is scheduled to transition in September. There are planning efforts to transition blackboard. The library and help center are also being considered for transition. Other technology efforts include the bulldog phone screen saver and the student wireless authentication page. The electronic letterhead color variation is a challenging issue in balancing the integrity of the logo and quality of the user experience. T. Graves and B. Whitworth are working on that challenge.

J. Diaz asked if it is possible to coordinate the new brand with the website upgrade. P. Neufeld responded that it is, but there are challenges in coordinating it with the content

web management transition currently in place. B. Whitworth added that all brands on main homepages and daughter pages will transition with the launch. B. Whitworth stated that the branded host effect will be lost when users drill down to webpages, so efforts to change them sooner should be implemented.

P. Neufeld expressed that the web experience is important. His research revealed that many universities look like they are several different universities based on inconsistent branding across their websites. **B. Whitworth stated that the schedule to transition the university to the new content management system is very aggressive. A timeline will be presented to Cabinet for their decision on prioritizing transitioning efforts.**

X. Fu asked how faculty will be notified to make necessary logo changes. B. Whitworth stated full content management system schedule is not yet known, however, if logos are outside the template areas, departments will need to change the logos. **It was noted that this will be added to the FAQ page.**

P. Neufeld stated that email will not transition soon. It is more contingent on the IT Strategic Plan. Email is not particularly a part of the outside experience. J. Hironaka-Juteau stated that email is well documented on course syllabi and correspondence between faculty and students and community. **It was noted to add a FAQ explaining why email transition is not happening as immediately as other items.**

Banners, Stationery, Business Cards

T. Graves presented designs for business cards, stationery, banners, and identification cards.

Business cards: Designs for one and two –sided business cards were presented. B. Whitworth stated that the two-sided business card allows for more information to be printed such as social media accounts. The two sided business card is not significantly more expensive than the one-sided card. Print shop currently orders cards with logo pre-printed, but is looking at the possibility of all printing being done onsite. They will deplete their current inventory. A concern was raised that the two-sided card does not allow for writing space on the card. T. Graves responded that the two-sided card was deemed appropriate for a school spirited feel and research has found that it has more of an impact when given. Quick Response (QR) inclusion was also discussed as a specialized item on the card, if requested. B. Whitworth noted that QR inclusion would need to be addressed in policy if it will be pursued. D. Tyckoson suggested having some cards available for some individuals to distribute at the launch.

Stationery: T. Graves noted the seal is present as a watermark on the stationery and it will be present in the electronic equivalent. B. Whitworth noted there will be standards implemented for paper. **President Welty stated that the “California State University” will fit in the location on current stationery.** B. Whitworth commented that “California State University, Fresno” is present in the seal watermark and “Fresno State” is present in the logo.

Banners: B. Whitworth stated the exterior banners are 30"x90" and will start from Chestnut and go to Cedar between Barstow and Shaw. **W. Covino suggested removing the "period" after each "D" statement, noting they lose their purpose when stacked. T. Graves will remove the "period".**

B. Whitworth led the discussion on interior banners measuring 24"x62". There are 9 styles of banners displaying the logo and a photo. After a discussion about the possibility of colleges and departments ordering interior banners, **B. Whitworth will speak with the printing company to discuss the possibility of receiving an extended discounted rate for multiple orders.** Orders should be requested through B. Whitworth.

Commencement Banners: S. Ramage asked if the commencement banners for the 2012 commencement ceremonies will need to be changed. After discussion, **S. Ramage will look into the quantity and dimensions of the commencement banners for the purpose of replacing them at the 2012 commencement.**

Identification cards: After discussion with the notation that identification cards historically display photos of new buildings, the photo of the Henry Madden Library was chosen. The photo was chosen to be displayed on both the specialty cards for University High School Students and others and the standard card for students, faculty and staff since there are other distinguishing elements on the cards.

B. Whitworth distributed mock up examples of items displaying the brand including tee-shirts, embroidered polo shirts, plaques and other items. There was some concern about the thin type of the 3 "D" statements. B. Whitworth noted that these examples are not of the quality that will be displayed on the products.

B. Whitworth stated that department names will be displayed below the logo. The standards on the background and colors used will be addressed in the standards manual.

Athletics: W. Covino reported that there has not been any communication from athletics and their endorsement of the new logo. **President Welty stated that the committee will need to work with athletics to find out if they are prepared to be consistent with the new logo.** W. Covino added that with the change of conference, they are also transitioning their future representation.

Save Mart Center: D. Tyckoson mentioned that Save Mart Center signage is not compliant with current logo standards and asked if it is in the transition plan. **B. Whitworth will count the signage and estimate the costs and work with Debbie Astone on replacing the signage.** President Welty suggested looking at all signage at the Save Mart Center, including commercial signage which may be up on terms.

Future role of the IMCC—Administrative or Advisory?

W. Covino stated the question is whether the body should continue to meet periodically; no conclusions were reached as to what function it would serve after the launch. He suggested the body meet as needed to discuss items brought forward from the steering committee. B. Whitworth stated that the bulk of standards implementation will fall on his position and that the IMCC can meet to discuss any issues. W. Covino added that the steering committee will meet for a period of time after the launch. President Welty confirmed that the larger body will be scheduled as needed. The March 28 meeting will be used to wrap up launch activities. The May 2 meeting should also remain on the calendar until further notice.

Meeting Schedule

Our spring meeting dates are:

Wednesday, March 28

Wednesday, May 2

All meetings are from 8-10:00 a.m. in the Haak Boardroom