

Meeting Notes
Integrated Marketing and Communications Council
March 28, 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, J. Morillo, R. Durham, S. Armbruster, B. Vinovrski, T. Newel, D. Astone, C. Matson

The February 24, 2012 meeting notes were approved.

Letterhead

Provost Covino reported, after checking with Chancellor's Office staff, that there was no CSU requirement that the CSU name be included on campus letterhead. Although this is not a requirement, our letterhead will carry the CSU name.

Maddy Institute Logo

The Maddy Institute has expressed concern about the legislative regional impact of changing their logo. They will be granted an exception to the standard. The logo will be negotiated with them.

FAQ Update

S. Hawksworth distributed a handout which included the additions and revisions to the current FAQ list as of March 27, 2012. The FAQ list will be posted online at the time of the launch.

There was general discussion regarding the availability of electronic letterhead templates. Concerns were expressed about faculty/staff creating their own templates and keeping the integrity of the new logo. B. Whitworth will try to address this issue prior to the launch.

Athletics Endorsement of New Logo

Steering committee members met with athletics department staff to discuss ways in which the new logo could be incorporated into department materials. Its standard throughout the country that Division I athletics programs have their own logo. Our athletics department will keep their logo, yet incorporate the University brand in their publications and printed materials. One example is their business card. They will include the new logo on the back of the card. The uniforms will remain the same.

SMC Signage, Business Cards, Website Branding

B. Whitworth reported that graphics have been sent to all of the campus marquees and the teaser graphics have been included in the rotation.

Business cards for early ‘adopters’ will be delivered after April 12th. Approximately 200 people participated.

Website branding: The homepage environment will switch over to the new brand at noon on April 12, 2012. We are also ready for the necessary URL changes on the homepage.

Launch Activity Update

T. Pierce reported that the teaser video, made in conjunction with Jeffrey Scott Advertising (JSA), was almost complete. Teaser announcements have been sent to all of the campus marquees. Flyers will be distributed and posted next week, and six new banners will be positioned around the free speech area for unveiling on the 12th. The launch video is also in the final stages of completion. There are several handouts, including flash drives containing information about our logo and its appropriate use, frisbees, tote bags, and window ‘clings’. C. Matson’s office has developed a ‘scratcher’ invitation to be sent to all faculty and staff. Those who bring their scratcher to the launch will receive a gift.

Image Poll

T. Pierce reported on the results of a recent survey, polling the campus community on campus identifiers. As of 5pm on March 27th, approximately 300 people had responded. The most predominant identifier was ‘Bulldog’.

Tech Services Update

P. Neufeld distributed a handout and briefly recapped:

- The main campus web site will available from the new URL, www.fresnostate.edu, and www.csufresno.edu will redirect to the new URL after the launch; and the campus homepage will have updated logos.
- The remaining web sites will be updated when moved into the Web Content Management System or earlier, if site owners update their sites using the mini re-branding kit. This tool kit will be available sometime after the launch.
- The campus portal will have the new logo in mid-June and the scholarship application will use the new logo when the site becomes active.
- Blackboard will resolve to the new URL, blackboard.fresnostate.edu. Both Blackboard and the library will use the new logo prior to the fall semester.

- After the launch, the Zimbra login page and others will have updated logos as soon as feasible.
- The logo on the telephones will be updated on Saturday, April 14th, with care given not to disrupt services.

Commencement Banners

S. Ramage reported that new banners have been designed for school/college use during this year's commencement. The banners are red and blue and have the university seal centered directly below the school/college name.

On commencement day, banners will be hung signifying graduation (the banner will depict a graduation cap).

Red Friday, Vintage Days and Preview Days

S. Armbruster reported that the library is hosting Red Friday on April 13th. The IMCC launch committee will provide some swag to help promote the new brand. Other exposure opportunities will take place during Vintage Days and Preview Days. Banners will also be hung in the Rose Garden during those times.

LEAD classes on branding will be offered within a few weeks of the launch. These classes are designed to be educational as well as promotional.

University Journal and Bulletinboard Notices

S. Armbruster reported that there will be a teaser article in the April edition of the Journal, followed by a full article in the May edition which will cover the background leading up to the change in the University's brand.

Bulletinboard notices will be posted and, compliments of the Department of Mass Communications and Journalism, we will have a presence in the Collegian by virtue of a teaser advertisement that will run on April 9 and 11.

Inventory

There was general discussion regarding the usage and disposal of our current inventory of branded merchandise, including letterhead, envelopes and assorted swag.

Due to potential departmental budget impacts, it was suggested that a deadline of December 31, 2012 be placed on sending out materials with the old brand.

The question was raised as to the cost of replacing letterhead and envelopes. S. Armbruster reported that the cost to replace business cards is \$32 per 250. She will provide cost estimates for letterhead and envelopes at the May meeting. C. Matson

offered to assist in gathering current department/division letterhead/envelope usage to see how much of a budgetary impact stationery replacement would have.

R. Durham will have all of the old branded merchandise out of the bookstore by the end of the summer.

D. Tyckoson also suggested that unusual or special items carrying the old logo would be of interest to the library archivist.

C. Matson suggested sending old letterhead to the print shop for recycling into scratch pads.

Next meeting

Wednesday, May 2, 2012

8-10:00 a.m. in the Haak Boardroom