

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**May 2, 2012**  
**Harold H. Haak Boardroom**

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Present: J. Welty, W. Covino, K. Clark, S. Hawksworth, D. Tyckoson, J. Diaz, R. Zechman, X. Fu, T. Pierce, P. Neufeld, S. Ramage, J. Hironaka-Juteau, J. Morillo, R. Durham, S. Armbruster, D. Astone, P. Ladwig, P. Smits, M. Nelson

The March 28, 2012 meeting notes were approved.

**Launch Video**

S. Armbruster shared the video of the branding launch and T. Pierce showed the brand change video developed by MJC students.

**Feedback on Branding Launch**

S. Armbruster reported that she had heard from seven CSU sister campuses who liked our new look. She also received positive comments from AASCU, Trustee Peter Mehas, a member of the President's Advisory Board, and public relations and marketing people in the community. All were supportive of our new look.

President Welty shared the results of the College of Arts and Humanities survey with the committee and his response to them.

J. Diaz reported that at the associate deans meeting there wasn't any pushback on the new logo from any of the other schools and colleges, with the apparent exception of the Arts & Humanities.

**Suggestions from Jeanette DeDeimar**

S. Armbruster reported that J. DeDeimar has encouraged us to move forward. We did our homework in getting to where we now are. She stated that it is very typical for some constituents to be unhappy. She is very confident that what we have is authentic and we should keep moving forward. We do need to hear what people are saying – and remember that this is a living process. We should be pleased with what we've accomplished and continue with the implementation.

S. Armbruster and J. DeDeimar have submitted a proposal to CASE and have been selected to do a national webinar on branding.

**Advisory Group/Future of IMCC**

President Welty posed the question – now that we are moving forward, what is the next step for this committee?

It was agreed that the broad-based IMCC committee of the whole would remain intact as an institutional committee and that a smaller advisory committee be formed from the former IMCC Steering Committee membership. All members of the advisory group will need to have the authority to speak for their respective areas. The charge and membership of this committee will be developed, but in essence it will serve to discuss branding issues as they arise. The committee will also be involved with C. Matson's wayfinding group. It is anticipated that this advisory board will meet once per month and report back to the IMCC committee of the whole at the beginning of the fall and spring semesters, with the option to convene the IMCC at any time during the year as needed.

S. Ramage added that student groups would benefit from having an institutional committee to use as a check point for some of their initiatives.

### **Inventory**

S. Armbruster a handout that noted estimated costs of new materials. It was determined that December 31, 2012 was a fair deadline for phasing out all of the old branded materials, including stationery, with the exception of business cards. It is expected that employees use their supply until they need to reorder.

W. Covino made a strong point in moving the campus community toward electronic communications. This prompted a discussion on the capacity of some printers to print quality copies, and defining what campus printers have the capacity to print quality copies.

D. Astone brought up the 18% surcharge for using non-state funds to comply with a campus-wide initiative to change out our current stock. President Welty will look into this issue.

S. Armbruster will follow-up with the printshop to get costs on making pads out of unused stationery, and also start the conversation about putting in an institution order for table drapes, banners, etc.

### **Use of the Seal**

M. Nelson asked for clarification on requests to use the university seal. The intended use of the seal is restricted to the office of the president and university commencement materials, with the exception of communications from the International Student Services Program to other countries.

President Welty stated that when the stock is available, and with very few exceptions, he will be using the new brand on all his communications.

A question arose about the use of the seal on academic achievement certificates. J. Morillo suggested that as with the electronic templates developed by our graphic department, they also develop a standard campus certificate template. The committee agreed. Our graphic department will develop a standard template for campus use.

Meeting adjourned.