

Meeting Notes
Integrated Marketing and Communications Council
October 20, 2010
Harold H. Haak Boardroom

Present: J. Welty, M. Nelson, S. Walker, J. Tatsumura, M. Dunn, D. Martin, S. Hawksworth, S. Ramage, J. Wagner, S. Armbruster, T. Pierce, D. Astone, C. Matson, J. Diaz, Whitworth, S. Witte, R. Nunna, S. Schmidt, R. Durham, D. Tyckson, F. Harmsen, R. Ramirez

The September 30, 2010 meeting notes were approved.

Consultation with Jeannette DeDiemar

S. Armbruster reported that Jeannette DeDiemar made an oral agreement to work as a consultant to this project. She was very complimentary on our progress to-date.

Phase I: The next step is to organize the pieces and create an 18 month roadmap which provides both targets and deliverables. She also noted a key piece was to restructure the existing IMCC and develop a restructured charge. She is also willing to come to campus, but is very cognizant of our limited budget. During the next 18 months, the plan is to focus on integrated marketing and creating a culture of using technology.

Phase II: Brand review

In reference to DeDiemar's suggestion to restructure the current IMCC, President Welty stated that he was appointing an IMCC Steering Committee that would be an actual working group, and that the IMCC committee of the whole will now meet every other month. The new steering committee will be charged to meet every two weeks and report back to the committee of the whole.

The following IMCC Steering Committee members have been selected by virtue of their talent and position: Bernie Vinovrski, Sarah Schmidt, Paul Ladwig, Debbie Astone, Shirley Armbruster, Jill Wagner, Susan Hawksworth, Tamyra Pierce, Katie Johnson, Richard Boes, William Covino, Sally Ramage and Pedro Ramirez. An alum with expertise in branding will also be invited to participate. Shirley Armbruster and Bill Covino will co-chair. This committee will be considered as our "Brand Champions".

The full IMCC will meet on December 15, 2010, February 23, 2011 and April 27, 2011. It is hoped that at our December meeting, the steering committee will have an initial report to the full committee.

Report on Web Progress

Last week the web design team received final approval for the redesigned home page. They are working on building the home page, the second level pages and developing drafts of home page graphics that integrate campus icons as part of the brand.

Please send comments on the powerpoint presentation to Bruce Whitworth.

Update on 'Hold' Message

This project should be updated by the end of the week. There have been some scheduling conflicts with 'Stars' and Centennial events. New music is due in January. One tract features a guitar solo by Corey Whitehead.

Graphic Standards Publication Policy

B. Whitworth is looking for suggestions as to how to best reinforce and reintroduce the policy. Failing to abide by the policy will be an expensive lesson for those that don't adhere to the policy. Comments such as 'we didn't see', or 'we didn't know' shouldn't be an issue. In the normal flow of publication review, the printed pieces go directly to B. Whitworth. His role is to approve, not provide copy editing.

The approved document then gets forwarded to procurement, or, if it contains artwork, gets forwarded to printing services. The state has review processes in place. Purchasing has helped tremendously in enforcing our graphics standards publication policy.

Anything that is sent to the public is reviewed. Internal documents and flyers are not.

Suggestions for standard review and reinforcement:

- develop video about the process
- have one person in each division be responsible for the publication review
- establish a network of point people

Another issue of concern is web-content. Can web services take down the site for non-compliance? Who are the point persons to contact for department non-compliance – the associate deans?

How can we connect social media into the information mix?

Please send all comments or suggestions to Bruce Whitworth.

Debate Report

The San Joaquin Valley Gubernatorial Forum was created to promote the fact that we can get candidates to Fresno to discuss valley issues. The group immediately started inviting candidates to Fresno. On October 2nd, the campus was the site of the Brown/Whitman debate - 591 seats were filled in the Satellite Student Union. A local Spanish language

television station was a sponsor in this event and broadcast the debate nationwide in Spanish. This was the first time a Gubernatorial debate in the state has been broadcast in Spanish.

Although the debate created a great deal of work for campus personnel, the success was in Fresno State receiving national positive press and recognition.