

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**October 22, 2009**  
**Harold H. Haak Boardroom**

---

Present: J. Welty, M. Nelson, S. Walker, R. Durham, S. Ramage, S. Armbruster, L. Larson, T. Pierce, K. Johnson, D. Astone, S. Hawksworth, E. Junn, J. Diaz, B. Hays, J. Sweeten, J. Tatsumura, D. Tyckoson, B. Whitworth, S. Witte, M. Botwin, C. Matson, B. Vinovrski, L. Zelezny, S. Woodward, M. Dunn, P. Ladwig, M. Keppler

Excused: F. Harmsen, S. Hawksworth, R. Nunna, P. Smits, J. Wagner, B. Maxey, D. Martin, J. Bushoven, R. Goolsby, J. Sobieralski

Guests: Eddie Dominguez and Josh Edgrington

President Welty welcomed council members, introduced new member Sarah Woodward, and self-introductions were made.

Meeting notes from September 16<sup>th</sup> were approved as submitted.

**Presentation of new clubs and organizations software program**

E. Dominguez and J. Edgrington provided a demonstration of OrgSync, a software program recently purchased by the Associated Students, Inc. This software allows for clubs and organizations to have access to online networking and provides member management services.

Fresno State has 268 active student clubs who will have access to the program.. This is also a good way for individuals to track internships and service hours.

The initial cost is \$9,000 for the first year and \$7,000 for the second. It is not yet open to other clubs and/or committees.

**Branding Presentation**

B. Hays shared a powerpoint presentation that focused on her research into University branding efforts. Higher education is highly competitive and branding efforts are used to create a consistent powerful identity to provide the university with the competitive advantage. Re-branding often comes prior to large fundraising efforts and is used to clarify the university's image. Despite the complex nature of the organization, the best branding is simple.

B. Hays shared branding efforts of several universities and ended with the caution that people have an emotional connection to their university and do not like change.

### **Committee Reports**

Audit Committee: The committee did an internal survey on campus (416 responses). K. Johnson has all of the statistical data. The survey was on-line for three weeks and had a high staff response. The data is still being analyzed. The external survey will be launched before the end of the semester.

Branding Committee: D. Astone reported that the Branding and Messaging Committees held a joint meeting and were in communication with the AVP in East Bay who was very helpful in relating their recent branding process. Eight years ago their main focus was on enrollment growth. Their charge was to create a brand and image and link the image to their strategic plan. External entities were very valuable in managing focus groups. Simple – Clear – Concise.

A similar committee, CMS – set up templates framework for communication and consistency in communication. The conversation with the East Bay AVP reaffirmed a lot of good things that we are doing .

Messaging Committee: There is a 360 degree communication involved in messaging. Everything is involved. The comprehensive campaign, is well featured in everything that we do consistent with our messaging.

Communication Committee: Internal survey results: There were 27 questions (one open-ended). The committee used Survey Monkey and sent the Bulletinboard link too 4,000 people. The survey was on-line from September 28 – October 14<sup>th</sup>. 416 people started the survey and 310 completed it.

The top five preferred means of communication reported from the survey are: email, bulletinboard, campus website, listservs and local news.

Comment: Can staff and faculty responses be separated out to see if the responses are similar.

### **Proposed Social Media Etiquette**

The council approved the previously distributed guidelines for social media etiquette and recommended that they be reviewed by IETCC. After review and discussion at IETCC, the guidelines will be included in the Standards Manual.

The updated version changed the name, lightened the language and added a admonition that you should know who is engaging in your community and be aware of advertisers joining your community..

A policy section was added which references the campus 'acceptable use policy' and Family Educational Rights and Privacy Act (FERPA) regulations.

It was stressed that this is etiquette NOT policy, but that the policies support the etiquette.

It was suggested that K. Johnson discuss the guidelines with: The Provost's Leadership Team, Department Chairs, the Academic Senate and the Administrative Roundtable.

### **Technology Organization Concept: Web Services Unit**

The reorganization will establish a new Web support services unit and will bring all of the campus web activities into this unit and be designed to serve the entire campus.

Other general direction calls for a greater unification of services to schools and colleges.

### **Advising Services Video**

K. Johnson shared a video highlighting our campus Advising Services 'Office'. It was tremendously creative and enjoyed by all. Thanks to Dean Christianson and his son who produced the video.

### **IMCC Web Presence**

M. Nelson reported that the IMCC link was up and populated. She will continue to provide meeting notes and it was agreed that sub-committee chairs would furnish notes to be posted to their respective links. Notes should be sent to Bruce Whitworth and copied to Michelle Nelson