

Meeting Notes
Integrated Marketing and Communications Council
December 15, 2009
Harold H. Haak Boardroom

Present: J. Welty, S. Armbruster, D. Astone, M. Botwin, J. Diaz, F. Harmsen, B. Hays, E. Junn, P. Ladwig, L. Larson, C. Matson, M. Melikian, R. Nunna, T. Pierce, S. Ramage, P. Smits, J. Sweeten, J. Tatsumura, D. Tyckoson, B. Vinovrski, S. Walker, S. Woodward, and L. Zelezny

Guest: Tracy Newel

Meeting Notes from November 12, 2009 were approved as submitted

Centennial Planning

Tracy Newel has assumed the role of Centennial Events Coordinator. Events celebrating the Centennial will include many students and community members. The following is a list of scheduled activities:

- Homecoming – Saturday, October 16, 2010. Including a parade, tailgate event paired with Athletics and the Alumni Association, and a halftime show/presentation.
- A “coffee table” book on the University’s Centennial – Date TBD. There will be a book signing in the library in conjunction with a Centennial display.
- Vintage Days 2011 Happy Birthday celebration – Saturday, April 16, 2011. Departments/Colleges Open House and birthday cake, hats, etc...
- Gala/Pinnacle Society Dinner at the Save Mart Center – May 14, 2011
- Graduation 2011 – May 21, 2011 – pining ceremony for graduates.

The Centennial Leadership Committee is chaired by Dr. Pete Mehas. Colleges/Programs will contribute to Centennial themed celebrations by rebranding current events with a Centennial theme if they so choose. Promotional elements of the celebration are to include a website, merchandising, badges for Campus Police, patches for Bulldog Marching Band, etc... An original music composition is being created to coincide with applicable promotional materials. A formal marketing plan is currently being collaborated.

Update on Campaign for Fresno State

We closed the books on Nov. 30 with \$141 million gifts in progress and another \$2 million in commitments on their way. We have until June 2012 to continue collection. So far we have recorded 70,000 gifts. More than 60% of the goal has come from 19 gifts. We are in the process of breaking in two new co-chairs – Dennis Woods and Omel Nieves. The Campaign Leadership Committee meets quarterly.

Committee Reports

Audit Committee: A final compilation of the internal audit results was reported. A participant base of 380 individuals contributed to the results. Most frequent channels of communication used are email, Blackboard, the campus website, and Listserv. The types of information people

are using include services, professional development, etc... Important elements of communication include ease of navigation, ease of access, brevity, knowing the center of information. Frequency of participants' use of communications included monthly, weekly, and, once a semester.

The second part of the audit is to do an external review of constituents. We are going to do the external survey ourselves. We would like to hire the students in the call center as we can't use the official call center. We will have to find phones. B. Vinovrski has access to phones as does Prof. Ed Nelson. The survey is not yet complete but fairly close to completion. Aside from the phone survey, T. Pierce has generated phone numbers for a total of 520 of random phone numbers to be used. Direct any questions or comments to T. Pierce.

When they (Portland State) started out, they were doing it exactly the same way we are starting out by interviewing faculty, staff, students, and developed a "strengths of Portland state" profile. They were asked to define, "what is Portland State in one page". They developed roadmap points that they continue to follow. Two months with the consultant cost them \$35,000. They continue to meet quarterly to review issues and what people are doing. They have said it has been a good process. The only thing they would do differently was get a stronger buy-in from athletics to make sure everyone is under one roof.

A smaller group was appointed to work on the scope: M. Botwin, S. Armbruster, D. Astone, R. Nunna, J. Diaz, S. Schmidt-Woodward, and P. Ladwig. Hopefully by January we will make movement on our web services.

Communications: S. Walker reported on a committee discussion concerning tours. There needs to be two types of tours based on outreach.

Other Items – Campus Home Page

E. Junn suggested bringing back the campus homepage that was not used. What we are currently using, obviously is not working. T. Pierce indicated that there is not a current webmaster to oversee the homepage. That should be ready after the first of the year (in terms of the web services unit). S. Armbruster stated, "It is a very subjective thing. If you ask 21 people, you'll get 21 opinions on it. The overall look of the home page is okay, it's more the navigation." It was expressed that everyone would have to take off their territorial hats for this group to be affective. S. Ramage added that a homepage is just a piece of a full architecture. She also indicated that we can not develop web pages by a committee but we can provide our feedback. J. Diaz inquired as to who are the people who are going to be visiting to a college website and what do they want to find and see.

The need to improve the campus homepage was discussed. P. Smits will identify three to five sites that are good examples and send them out to this group.

The Primer on Measuring the ROI of Integrated Marketing and Branding Initiatives webinar will be held Thursday, December 17, 2009 in the Haak Center Boardroom.