

Meeting Notes
Integrated Marketing and Communications Council
December 15, 2010
Harold H. Haak Boardroom

Present: J. Welty, M. Nelson, J. Tatsumura, D. Martin, S. Hawksworth, S. Ramage, J. Wagner, T. Pierce, J. Diaz, Whitworth, S. Witte, R. Nunna, D. Tyckson, F. Harmsen, K. Johnson, R. Durham, T. Newell, B. Vinovrski

The October 20, 2010 meeting notes were approved.

Homepage Web Update

B. Whitworth discussed the new ‘rotating homepage carousel’ feature that will highlight eight different areas of campus. The carousel will be refreshed every 6 to 8 weeks. At least 50% of the data has been collected. The carousel is due to launch on February 15th.

An RFP has been issued to select a vendor for web content management. The vendor demos have been scheduled, with the first demonstration December 15. The campus received three bids.

Steering Committee Charge & Timeline

S. Armbruster distributed the Steering Committee charge and timeline suggested by Jeannette DeDiemar. This timeline will be customized to address our needs and is still in draft form. The integrated marketing and communications plan will be refined this summer and implemented in the fall. The plan will be revised and enhanced as the committee moves forward. The timeline as presented, works well with the committee’s meeting schedule.

Steering Committee Report

The steering committee has met twice. Jeannette DeDiemar was able to participate in the second meeting by telephone. The formation of the IMCC Steering Committee will be announced to the campus community in January. The current IMCC website will be revised and set up to provide a campus ‘feedback’ mechanism. The committee members will begin talks with programs and departments in January.

The first project will be inventorying what products and communication channels we have in place – and determining what type of communications go out and the mechanisms used to send them out. This is a huge task. The committee has divided up the campus and will do a short survey. Once it is determined what we have, we can begin to work together. We need to know what is going out under the university name.

Email Communications

K. Johnson reported a growing concern with our constituents about the number of emails they receive from Fresno State. Community member email addresses are housed in several different areas: BSR, the alumni office (through Harris Connect), and departments – who receive an initial email list from BSR, then use it as a ‘ghost’ email list, without keeping BSR updated as to any changes. There is no central mechanism in place to control the number of email lists that are going out. We must get a better control on this issue.

Students: B. Vinovski reported that Student Affairs has an email system that works well for them and the departments – Org sync.

It was reported that this generation is abandoning email. The committee may need to do a new survey to re-examine our communications with students.

Some programs now in place on campus are:

- Patron & Mail: This program takes out the duplicates and offers an ‘opt out’ feature.
- Constant Contact
- Harris Connect

The Alumni office has 47,000 emails in their database.

It was stated that the results of the alumni attitude survey don’t line up with actual stated alumni interest in specific areas. E.g., they respond affirmatively for information on academics, yet view athletics.

President Welty reiterated that it is important to determine how we are connecting with our constituents, and select the best method of communication.

J. Diaz proposed that the committee review the possibility of establishing a central area for communication coordination, and perhaps explore the feasibility of hiring a marketing person for the campus. Current campus practice is that if you do not have a marketing person in your area, you do it yourself.

The steering committee can develop a marketing plan that is adaptable for each unit. Deans and Associate Deans are paving the way through the campaign. They have had to articulate their message.

Phone Messaging

A few of the new messages have been recorded. E. Junn and T. Pierce are lined up to record. The delay has been caused by the backlog of work for the video and recording staff.

Meeting adjourned. We re-convene on February 23, 2011.