

Meeting Notes
Integrated Marketing and Communications Council
February 18, 2010
Harold H. Haak Boardroom

Present: P. Smits, M. Nelson, S. Walker, S. Ramage, S. Armbruster, T. Pierce, K. Johnson, J. Sweeten, J. Tatsumura, C. Matson, M. Dunn, R. Nunna, J. Wagner, D. Martin, B. Vinovrski, B. Whitworth, S. Hawksworth, R. Durham, F. Harmsen, M. Keppler

Meeting notes from January 21, 2010 were approved as submitted.

External Audit Status

T. Pierce reported that the committee decided not to go with phone interviews, but instead will do an on-line survey along with a video of President Welty promoting the survey. The survey will be linked to four main campus sites: the homepage, FresnoStateNews.com and the alumni and athletics websites. At this time, the committee seeks opinions of those people who frequent our campus. Future plans call for sending the survey link out through email to the alumni database and also by utilizing social media networks.

At the present time, the survey is geared towards people who frequent the four sites currently targeted. The questions may change slightly as the survey is presented to other audiences.

Messaging and Branding

The joint committee plans to issue a 30 day RFP for a consultant to help on a framework for the first phase to give us advice as to where we are currently, and what we need to do in the future. Debbie Astone is developing the RFP, which should be ready this week. Shirley Armbruster received recommendations of names of local firms used by other CSU campuses. We may decide to send the RFP out nationwide, but, regardless, it will be a small project.

ITS Re-Organization

The campus is proceeding with the web services organization. There is a need to clean up our campus website. Darrell Martin will head the newly formed web services unit and Bruce Whitworth have oversight of web content and branding administration.

The next phase of this reorganization will be to bring people who are currently engaged in web services activities into this unit. They will be responsible for providing services to the campus.

Each of the major divisions, Academic Affairs, Administrative Services, Student Affairs, Advancement and Athletics will appoint someone to work a member of an advisory group to Bruce. Darrell Martin will also service on this group.

Bruce and Darrell will make regular reports to this committee and also to IETCC. The key is to move forward and some compromise will have to be made.

This unit will also identify off campus sources that could be used, with the understanding that they must comply with our campus standards in the performance of any contracted work.

Web services will become a standard agenda item.

Athletics Department Update

T. Boeh, Director of Athletics, shared a powerpoint presentation thematically based on the movie “Who Shot Liberty Valance”. The key point made during the presentation is that our athletics department has made great strides in the past few years, both in academics – increasing APR scores and in monitoring compliance.

The end of the Liberty Valance movie was a confession that the ‘legendary hero’ of the story did NOT shoot Valance, but the reporter refused to print that, stating that when the legend becomes fact...print the legend. Director Boeh asked for our help in sharing the facts about the athletics department in an effort to replace the legend.

As an informational item, Director Boeh has shared this presentation 24 times and has six more presentations scheduled. Within the next few months, a printed version of the presentation will be posted on the Athletics website

Campaign Marketing and Messaging

J. Wagner presented a draft outline of a marketing plan for the campaign. The plan will emphasize teaching people to give to Fresno State and pointing out that this is the way for the university to maintain and grow.

A few years ago, weekly print ads introduced the community to our faculty and staff. We also had 90 second radio ads. Our goal is to reintroduce people to the Fresno State of today.

Fresno State is innovative. We ARE Fresno State. Four universities are now using this theme. Channel 24 is also - with their televised “We are Fresno” spots.

This will be a continuing agenda item.

Graphics Standards Manual Implementation

Postponed until March,

Other

President Welty is establishing a new award for collections of materials not meeting campus standards!