

Meeting Notes
Integrated Marketing and Communications Council
March 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, T. Gaffrey, M. Dunn, J. Wagner, D. Martin, B. Vinovrski, B. Whitworth, S. Hawksworth, R. Durham, F. Harmsen, L. Larson, S. Schmidt, B. Hays, D. Tyckoson, E. Junn, P. Ladwig, D. Astone, J. Diaz

Guest: T. Newel

Meeting notes from February 18, 2010 were approved (after one minor correction).

Centennial Update

T. Newel updated the committee on the proposed Centennial timeline and celebration plans. The official launch date is April 16th. Dr. Peter Mehas, CSU Trustee and Chair of the Centennial Leadership Committee will present a proclamation to President Welty kicking off the start of our Centennial celebratory year during the opening ceremonies for Vintage Days. Also launching on April 16th is the Centennial website. The website will be interactive, allowing viewers to upload photos and share their Fresno State stories. The Bookstore, the Bulldog Shop and the Gibson Farm Market will sell centennial themed merchandise. The farm market plans to market a centennial wine and ice cream. Labeling will incorporate the centennial logo. Newel shared samples of centennial logo use by various campus departments. T. Gaffery stated that the police department will be using a 'centennial badge' and that the logo would be used on the soon-to-be issued campus map.

Discussion: There are some departments who are not using the official Centennial tag line, but instead, proposing their own department specific tag lines. These requests will be denied. Further discussion ensued regarding proposed titles for the Centennial book. It was agreed that we would continue to reinforce our centennial branding by titling the book Fresno State: A Century of Excellence.

External Audit

P. Smits reported that due to the high cost, the committee did not go forward with a telephone survey. As an alternative, an on-line survey was developed which will be preceded by a short video message from President Welty encouraging viewer participation. The survey will be linked to the Fresno State Home Page, Gobulldogs.com, Fresnostatenews.com and all of our social media sites. It will be emailed to our approximately 20-25,000 California alumni. The on-line survey will be active until April 16th when the sites are taken down and the data analyzed. There was no cost to the university for this survey.

Messaging & Branding Committee

D. Astone reported that the RFP should be completed by the end of the day, March 18th. The RFP will ask for an evaluation of what the university has done (messaging and branding) to-date. This first phase is crafted to define where we currently are and to develop a roadmap of where should be going. It will be helpful to have the perspective of an external review. The RFP will go out to ten firms. This phase is anticipated to cost \$5,000 to \$10,000.

Communications

K. Johnson reported that their committee met with Frances Pena and her Outreach staff. They discussed who took campus tours, how often tours were provided, and how the tour guides were trained. Outreach staff were very open to committee comments on their tour scripts. They are planning to launch a virtual tour next fall. The communications committee would like to work with Outreach Services on scripting the virtual tour, to make it more of a 'live chat', discussing options for financial aid and getting students and faculty more involved in the tour process. It was suggested that our student leaders meet with the tour guides. Katie also reported that the College of Science and Mathematics has instituted a one-stop shop for visitors to their college. This type of service may be used as a model for other schools and colleges.

Discussion Items:

- Not having a visitor's center is a hindrance in serving visitors to our campus. It gives a negative perception. It is something that we need to address.
- Campus visitors should be provided a tour script prior to their visit.
- What area could house the 'virtual tour'?
- Virtual tours should be created for specific audiences.
- Create a self-guided tour.
- We have an overall lack of signage on campus which hampers the success of walking tours.

The communications committee will work with University Outreach staff and use their script to as a core to create other tours specific to certain areas of interest.

P. Ladwig stated that a scripted walking tour with headphones is something that is easy to update. He also noted that it was important that the self-guided tours have a human touch and that this could be incorporated through a virtual walking tour.

Web Services

B. Whitworth and D. Martin held an initial meeting with John Briar and Shirley Armbruster. They reviewed a draft collaboration documents and are awaiting more information before proceeding. VPs Matson and Smits will provide the necessary information to initiate the collaboration.

Whitworth and Martin plan to meet with each of the vice presidents to assess their web needs. They are currently working on a proposed missions statement which will be presented to the Cabinet for approval. They are still waiting for VP appointments to the web advisory council. President Welty assured them that the appointments would be made at the March 19th cabinet meeting.

Once the scope is clarified, the unit will do an analysis of the current website. The project phases will be defined and an anticipated timeline will be developed. The unit will keep STLT, IETCC and the Cabinet informed for progress.

D. Martin has been identifying ‘dead’ web sites and will begin the process of cleaning up these sites. He is following the recent CSU ATI changes and how they apply to our site. His area is also reviewing web standards and are looking at websites that are nominated as excellent educational sites. There is a blog that critiques these sites and offers helpful, insightful information - Edustyle.net.

Web Services updates will be a standard agenda item.

Graphics Standards Manual Implementation

B. Whitworth stated that he is getting great cooperation from the departments and is receiving a lot more samples to review prior to publication. He noted that it is important to keep enforcing the standards. It was suggested that we explore other venues for getting the standards information out to campus.

Recorded Campus Messages

S. Armbruster reported that she has been working with Joe Diaz, Tom Hiebert and Eric McClain to prepare recorded voice messages. The loop includes several songs and also includes some Fresno State ‘pride points’ that are not too dated. There isn’t any voice over the music – the messages precede the music.

Currently working on a way to ‘share stories’ or expand on the ‘did you know’ theme by preparing 30 – 60 second audio clips.

It was suggested that if the telephone hardware supports it, tailoring recorded phone messages to specific units would be a good method of providing information.

Campaign Messaging

J. Wagner suggested carrying the campaign message card with the four campaign themes as a way to keep the message readily available. She also presented the die-cut library photo as another handy reference.

Sharing Ideas

What strikes you as special about Fresno State? How do we get the word out?

Banners at the airport – we've got a captive audience. S. Armbruster will check on costs and the VPs will discuss a shared payment.

Use the library as a medium.

Alternate the basket weave art piece.

Use internal library monitors for displaying our message.

This will be a reoccurring agenda item.