

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

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Present: M. Nelson, S. Walker, S. Ramage, S. Armbruster, T. Pierce, K. Johnson, J. Sweeten, J. Tatsumura, M. Dunn, D. Martin, B. Whitworth, S. Hawksworth, R. Durham, S. Schmidt, B. Hays, D. Tyckoson, P. Ladwig, J. Diaz, R. Nunna, S. Witte, M. Botwin, C. Matson

Meeting notes from March 18, 2010 were approved

**External Audit**

T. Pierce shared a powerpoint presentation on the results of the external audit. The survey was sent to over 40,000 people, it was opened by 1,336 and completed by 1,120.

Note: The powerpoint and responses to open ended survey questions has been forwarded to the committee. This item will be placed on the agenda to discuss committee reactions to the open ended questions.

**Messaging & Branding Committee**

The previously distributed RFP has been finalized

Music on hold has been implemented. Messaging information will be minimal.

Airport signage. We need to consider all media if funds are available. Messaging – and the best way of sharing our message, will be a topic of discussion with our consultant.

**Communications**

The communications committee has been working with Alexis Rau to promote a summer conference program to market Fresno State as a tourist attraction. They would like us to develop a brochure that promotes what activities/attractions we offer.

Our website is not geared to marketing ourselves as a tourist attraction and we need to produce a better calendar that highlights our events. This information will be shared with the consultant.

**Web Services**

The preliminary charge has been presented to the Information and Educational Technology Coordinating Committee (IETCC) and The Senior Technology Leadership Team (STLT). The charge addresses the campus web re-design and site 'clean-up' issues. To date, the Office of Web Services (OWS) has reviewed 582 sites; of which, 178 sites are stale. Sixty-three sites remain to be reviewed.

STLT will identify web needs and look at the current server environment and requirements. There may be a need to explore options for our site to be hosted in an external environment.

The timeline for the web re-design and implementation will be on the May agenda.

When approved, the OWS charge will be sent to M. Nelson for forwarding to the IMCC.

### **Graphics Standards Manual Implementation**

B. Whitworth reported that there has been better adherence to campus standards.

### **Ball State University**

The committee reviewed the Ball State University Integrated Marketing Overview handout. Ball State used their integrated marketing plan to drive the campus' new strategic plan.

### **Sharing Ideas**

Our marketing efforts should tie-in our two tag lines:

Past – Century of Excellence  
Future – Powering the New California

We are starting the new century. How should we define ourselves?

Where does the tag line go when the campaign ends?

What does it cost to license a phrase or tag line? B. Whitworth to review tagline licensing.