

Meeting Notes
Integrated Marketing and Communications Council
May 19, 2010
Harold H. Haak Boardroom

Present: M. Nelson, S. Walker, K. Johnson, J. Sweeten, J. Tatsumura, M. Dunn, D. Martin, B. Whitworth, S. Hawksworth, R. Durham, S. Schmidt, D. Tyckoson, J. Diaz, R. Nunna, S. Witte, B. Hays, L. Larson, T. Gaffrey, F. Harmsen, T. Newel, E. Junn

External Audit

K. Johnson presented a further analysis provided by T. Pierce of the data generated from the external audit. Highlights noted below:

1. Females had warmer feelings toward FresnoState home webpage. Males tended to like it less while females leaned slightly more towards the “like it” end
2. Both males and females did not like FresnoStateNews webpage but males liked it significantly less than females.
3. The same as #2 on Alumni webpage; both males and females didn’t like the webpage but males didn’t like it more than females
4. Males like the Bulldog.com (athletic) webpage more than females
5. Looking at what media people at different ages currently use to stay informed about Fresno State, there were a few significant findings:
 - a. 50-65 year olds use newspapers and alumni association more than those of other ages
 - b. 58-65 yr olds use radio and university magazine more than others at different ages
 - c. 18-25 and 26-33 yr olds tend to use university web site to stay informed about Fresno State
 - d. 18-25 yr olds use social media more than others
 - e. 26-33 yr olds use word of mouth more
6. Looking at which media people at different ages would like to use more in the future, there were some significant differences.
 - a. 18-25 and 26-33 yr olds would like to use Twitter and text messaging more to stay informed about Fresno State
 - b. 18-25 year olds want to use RSS feeds more than other ages
 - c. 26-33 want to use social media

Messaging & Branding Committee

The RFP for a consultant to review data that has been gathered has been issued. RFP submissions will be reviewed at the time of submission and a consultant will be on board by our first meeting in August.

Communications

No Report

Web Services

The Web Services advisory board has met three times. The homepage and 13 other redesigned sites will be ready by May 2011.

Discussion of timeline: The May 2011 date is to ensure that the design, development and testing is complete. President Welty asked that the rollout be accelerated. Comments from the committee affirmed that it is good to have an evolving website, but the basic elements need to be in place.

The revised implementation timeline of the initial website rollout will be finalized prior to the June 14 Cabinet retreat.

Graphics Standards Manual Implementation

B. Whitworth shared promotional material from the University Student Union. The material changed the Centennial Logo.

Tag Line Licensing

B. Whitworth is working with Clarence Chong in Athletics to deliver two licensing requests to Collegiate Licensing.

Summer Meeting Scheduling

No formal meetings will be scheduled during the summer. Sub-committees will meet as needed. Our first 'Committee of the Whole' meeting will be scheduled in August.

Centennial

T. Newel is working with S. Armbruster to prepare a centennial issue insert for the Fresno Bee – scheduled for October 10, 2010 and are soliciting sponsorships to cover the cost of the spread.

M. Nelson reported that it is likely that Centennial book will not be published before the October Centennial events. However, marketing is underway and a 'teaser' notice of forthcoming publication will be advertised in the University Magazine. The Kennel Bookstore will coordinate sales and distribution of the book.

Use of Logos

B. Whitworth reported on logo use within various areas of the university. Some departments have long-standing logos...others are creating logos specific to their areas.

After discussion, it was agreed that data on department logos would be gathered. B. Whitworth will draft a request that M. Nelson will send out to the Vice Presidents and Deans, with the expectation that they follow up with their respective areas.