

## **Integrated Marketing and Communications Council**

### **August 19, 2009**

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Present: J. Welty, M. Nelson, S. Walker, R. Durham, S. Ramage, D. Martin, S. Armbruster, L. Larson, T. Pierce, K. Johnson, F. Harmsen, D. Astone, M. Keppler, S. Hawksworth, E. Junn, J. Bushoven, J. Diaz, R. Goolsby, B. Hays, R. Nunna, J. Sobieralski, J. Sweeten, J. Tatsumura, D. Tyckoson, B. Whitworth, S. Witte, M. Botwin

Excused: M. Dunn, P. Ladwig, B. Maxey, P. Smits, C. Matson, B. Vinovrski, J. Wagner, L. Zelezny

Guest: L. Reyna-Cano

President Welty welcomed council members and self-introductions were made.

### **Committee Reports**

**Audit Committee** scheduled to meet August 28<sup>th</sup>

**Branding Committee** scheduled to meet August 25<sup>th</sup>

**Messaging Committee** met and reviewed three pertinent documents:

1. Vision Statement
2. 2005 Integrated Marketing Plan
3. Campus Hallmarks

The committee brainstormed the following:

Who is our audience? They reiterated the fact that we need to use language that is reader friendly and engaging, and that the messages should be positive and upbeat.

We then need to develop a message that serves both as the transition from our Campaign to the foundation of our campus messaging. One word is great, but perhaps a short slogan – ‘Spirit of Opportunities’ or, ‘Gateway to Opportunity’.

**Communications Committee** the committee met and discussed developing a timeline working into social media putting together guidelines for social messaging.

President Welty will convene the chairs of the sub committee to work out a timeline.

### **Leadership Blog**

Shirley Armbruster reported that University Communications had developed a Leadership Blog - created with the intention of getting information to the campus leadership.

## **Mobile Marketing Demonstration**

Katie Johnson demonstrated the newly available mobile marketing program. Our campus was selected by Harris Connect to beta test this program – at no cost to us. It requires either an iPhone or Blackberry to connect. Regular text messaging costs apply. The user will be able to connect to campus information relating to campus events and activities.

Discussion ensued regarding what events, activities, school and college updates, ‘text a librarian’ etc. would be an appropriate use for this program. It was suggested that a paragraph of copy on this program be send to the campus community.

## **Connecting People with Campus**

At our last meeting, we discussed the background materials that led to the formation of this committee: The Friends of Fresno State Report and the report from the President’s Ad Hoc Communication advisory Task Force, chaired by Associate Provost Ellen Junn.

We need to get people connected to campus. We have a high level of lack of understanding of what we do here. Are there ways that you can think of that we can get people on campus and engaged in what we are already doing?

## **Action Items:**

The Communications Committee is charged with developing self-guided walking tours.

The Audit Committee is charged with finding out why the community does not come to campus.

Ellen Junn is charged with discussing the school and college participation in the campus open house with the Deans.

## **Graphics Standards Manual Update**

Bruce Whitworth presented the new standards manual to the committee, noting that it had been eight years since the last update. The major changes include printing documents, wayfinding and adding the Centennial logo. The Web and Athletics have also been included in the revised manual.

University Communications is beginning an education campaign to acquaint the campus with the new standards. The office will be available to make presentations at various committee meetings and are available for consultation.

Discussion: It is important to get the students on board with using the appropriate standards for their brochures, advertisements and flyers. Also the department

administrative assistants who submit information to bulletinboard should have training on what or what not to submit; e.g. no CSUF, FSU or Fresno State University.

**Noted below are the revised committee assignments:**

Audit – Committee will determine how to conduct an audit of current activities. Suggestion was made to use an undergraduate marketing class or MBA team. Define the audit function – create a roadmap.

IMCC Audit Committee

Peter Smits, Convener  
Tamyra Pierce  
Mark Keppler  
Jill Wagner  
Katie Johnson

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Branding – Review the status of the University’s branding efforts. Leverage our D-I Athletics Program, be the flagship in the CSU system. Invite Alan Rutherford from the Chico campus and have him present the plan developed for Chico State.

IMCC Branding Committee

Debbie Astone, Convener  
Mark Keppler  
Ellen Junn  
Susan Hawksworth  
Sally Ramage  
Shirley Armbruster  
Paul Ladwig  
Bruce Whitworth  
Betsy Hays  
Janell Tatsumura  
Joe Diaz

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Messaging – Develop recommendations on key messages. Reach out to other faculty with experience to join. Create an information bank of good information on what we do.

IMCC Messaging Committee

Shirley Armbruster, Convener  
Lanny Larson  
Cindy Matson  
Mary Anna Dunn  
Darrell Martin  
Susan Hawksworth

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Dave Tyckosen

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Communications – develop a strategy for looking at gathering information – and providing a good flow of information – use of new social media communication tools.

IMCC Communications Committee

Katie Johnson, Convener

Ellen Junn

Brian Maxey

Sally Ramage

Tamyra Pierce

Lanny Larson

Steve Walker

Fraka Harmsen

Jessica Sweeten

Ad hoc members:     Richard Boes

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