

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**September 16, 2009**  
**Harold H. Haak Boardroom**

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Present: J. Welty, M. Nelson, S. Walker, R. Durham, S. Ramage, S. Armbruster, L. Larson, T. Pierce, K. Johnson, F. Harmsen, D. Astone, S. Hawksworth, E. Junn, J. Diaz, B. Hays, R. Nunna, J. Sweeten, J. Tatsumura, D. Tyckoson, B. Whitworth, S. Witte, M. Botwin P. Smits, C. Matson, B. Vinovrski, J. Wagner, L. Zelezny

Excused: M. Dunn, P. Ladwig, B. Maxey, D. Martin, J. Bushoven, M. Keppler, R. Goolsby, J. Sobieralski,

Guests: Eddie Dominguez and Josh Edgrington

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

**ESPN Spot – S. Armbruster**

S. Armbruster reports that all of the WAC schools who play on ESPN are allotted a 30 second spot to be aired during one of the football games that focused on a concern in our area. Our spot, which aired during the Wisconsin game focused on water.

To view the spot, please click below:

[http://www.fresnostatenews.com/TopTen/video\\_water.html](http://www.fresnostatenews.com/TopTen/video_water.html)

**Presentation of new clubs and organizations software program**

Due to boardroom technical difficulties, this item is postponed until October 22<sup>nd</sup>.

**Committee Reports**

Audit Committee: P. Smits reported that the committee is focusing on two areas: Internal and External. The committee will focus on internal communication first by developing a list of questions and methodology and will either utilize Survey Monkey or Bulletin Board, or both to get the message out to all university employees. The internal group will test this process on or before September 28<sup>th</sup>. There are additional questions that will be used for the external audit survey. They committee has reviewed schools who are known for doing surveys and doing them well. The external will be a little different and be done by the end of October.

Branding Committee: D. Astone reported that the committee met on August 25<sup>th</sup>. At that time they reviewed the status of the university's current branding efforts.

The committee noted the naming differences within the CSU - CSUF (Fullerton). They reviewed the alumni attitude survey. The committee had a very good discussion and will next meet on September 17<sup>th</sup> and will look at existing efforts – what is currently being used.

Messaging: S. Armbruster reported that the committee had not had its second meeting. The Messaging and Branding Committees plan to meet together. In the meantime, a video-conference is being set up between us, Chico and East Bay.

Communications Committee: K. Johnson reported that the committee had not met this month, they are waiting for recommendations from the audit committee. They will then focus on the results of the surveys done on internal and external communications. The committee did review the social media draft guidelines.

President Welty met with the chairs of the sub-committees and will do so regularly.

### **Alumni Attitude Survey – K. Johnson**

K. Johnson gave a brief summary of the Alumni Attitude Survey. The complete survey report can be found at the following site:

[www.csufresno.edu/alumni/AAS Presentation %20Results 2008.pdf](http://www.csufresno.edu/alumni/AAS_Presentation_%20Results_2008.pdf)

It is important to engage alumni at an early age. If not engaged three or four years out – the next window is 30-40 years later. Alums need to be engaged with the university from the very beginning. NOTE: 100% of our new freshmen are required to attend Dog Days. Begin to cultivate them at that time.

Discussion: Reunions. Reunions at private institutions are much more well attended than those of public institutions. Our campus only has a 50 year recognition for graduates. Explore the possibility of cohort reunions; e.g. clubs and organizations, specialty semesters abroad.

### **Review of the Task Force Report – E. Junn**

E. Junn distributed and discussed the Final Report and Recommendations of the president's Ad Hoc Communication Advisory Task Force. The complete report addressed 68 recommendations and can be found at the following site:

<http://www.csufresno.edu/President/Documents/AHCATFFINALREPORT2009.pdf>

## **Web Services**

President Welty spoke to the current organization of technical services on campus. One component, Web Services, is spread all over campus, and given the various areas maintaining sites, there is quite a bit of variety in how sites are built and maintained.

This past summer, Richard West, former Executive Vice Chancellor of Finance and Administration reviewed our technical services. A brief summary of his recommendations follow:

*The implementation of near term organizational changes should be driven by the long term strategic use of technology for the campus. Specifically this would be the creation of a Chief Information Officer who would be given the responsibility to determine the long term technological needs for all parts of the campus – academically and administratively. This would include all networking, hardware services and administrative services. Technological standards would be included in the scope of these services. The objective of this set of responsibilities is to determine the technology services to be provided on campus and to deliver those services competently and effectively to all users.*

*As well as the CIO, the campus should consider the function of the Senior Academic Technology Officer (SATO) reporting to the Provost. The role of this position would be to determine the best use of technology for the delivery of teaching and learning. This position would determine the strategic use of technology for the campus. These strategic demands would inform the CIO's planning for long term technological services.*

*A lack of agreement on organizational placement occurred with web services. Most would agree that a standard, technological support strategy for web sites and services should be included in ITS' scope. However, suggestions for the organizational placement for content management, which includes consistency of presentation, currency of information and brand consideration, ranged from the Vice President for Advancement, to the Provost's Office, to ITS.*

Although the current budget situation precludes hiring a CIO and a SATO, we may be able to create a Web Services Unit within our current technology organization. This unit would have the responsibility of providing services to the campus; developing Web Sites, standards, etc. A Web Services Advisory Group would include representatives from each of our major divisions; e.g. Academic Affairs, Student Affairs, Administrative Services and Athletics. The Web Services Advisory Group would provide guidance on content issues. The

technicians would still provide services but be guided by this group on integration of content.

### **Graphics and Standards Manual Implementation – B. Whitworth**

Bruce Whitworth reported that the Cabinet has approved the changes to the manual, 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.

B. Whitworth is meeting with a group of department administrative assistants on September 30<sup>th</sup> to discuss changes in the manual. He has also agreed to meet with the Administrative Services management group.

### **Standards for Social Media – K. Johnson**

K. Johnson has been asked to do an ‘in-service’ for the council each time we meet. Today’s in-service focused on the proposed guidelines for utilizing social media.

- Be strategic when starting a community – note the goals, content and management of the community – it is a time commitment
- Listen before engaging
- Actively maintain your social community
- Know who is engaging in your community
- Be transparent – if you use a personal blog, provide a disclaimer
- Be judicious
- Write what you know
- Respect proprietary information and content
- Abide by Fresno State’s standards for graphics and communications
- Act professionally
- It is a conversation – the value of your community grows
- Be timely
- Add value
- If you make a mistake, admit it
- Be a leader and set a positive tone
- What you write is ultimately your responsibility
- If it gives you pause...then pause
- Respect the university’s time and property

**Action Item:** These draft guidelines will be presented at IETCC

### **IMCC Web Presence – M. Nelson**

M. Nelson previously sent council members August meeting notes to be posted to the proposed IMCC web presence, which will be linked to the President's webpage. This link will present the membership and charge, list the sub-committees – their membership and charge and also direct viewers to the links to the Friends of Fresno State Report, the report from the President's Ad Hoc Communication Advisory Task Force and the Fresno State Alumni Survey.

B. Whitworth has volunteered to work with M. Nelson to get this information posted.

### **Other**

It was discussed that we need to make the public more aware of activities that are taking place on campus. S. Armbruster noted that not all of the press releases we send to the media are put in the paper.