

Meeting Notes
Integrated Marketing and Communications Council
September 30, 2010
Harold H. Haak Boardroom

Present: J. Welty, M. Nelson, S. Walker, K. Johnson, J. Tatsumura, M. Dunn, D. Martin, S. Hawksworth, E. Junn, S. Ramage, J. Wagner, S. Armbruster, P. Smits, T. Pierce, D. Astone, C. Matson, P. Ladwig, B. Hays, J. Diaz

The September 8, 2010 meeting notes were approved.

Web Services Report

D. Martin reported that Web Services has been working on the 'look of the new site map'. The committee thanks all who provided comments on the draft. The draft site map will be sent to Cabinet for further review and final comments. Any final comments are due to Web Services by October 4th.

The next part in this process is to 'build it out'... meaning that a page will be built to support the mapping structure. Mapping of information architecture ensures that the content is there to support the links.

Web Services is building an A-Z directory. There are further refinements to be done. At the same time, they are on a parallel track to implement content management systems, which are databases that keep track of website components. They hope to make a system recommendation by the end of the year. Although the recommendation would be made, the system would not be up and running at that time.

They would like to have it available by the time we get to Phase III – the department level.

There was a brief discussion on how event information can be consolidated. Not everyone uses R25.

Music On Hold Messages

J. Wagner reported that the new music on hold messages will be out next week. Four of the messages address the centennial and three are campus related.

Library – Flickr Project

T. Lau, University Archivist, shared with the committee that university archives has over 20,000 photos in their archives, and to date, have scanned 9,235 of these photos. The Flickr project allows these digitized photos to be shared during our centennial year. The library is offering help with a 'free photo scan day' on October 9th. They also plan to

put out a campus wide call for photos...but just not yet. They still have 10,000 photos left to scan.

Please see the following website for examples of shared photos:

<http://centennial.digital.csufresno.edu/>

What is missing from quite a few of the photos, are names and dates. The library is asking for help in identification of these photos.

Update from Jeanette DeDiemar

No report this month.

Newly Combined Committee Meeting Charge

This newly combined committee will meet within the next two weeks. They have defined the following tasks:

- Start working on the brand brochure
- Get buy in and acceptance on guidelines for new website
- Find branding spoke-persons/champions (they will receive training)
- Work on a combined committee charge

Other

On October 9th, the Fresno Bee is running a special Centennial Section (tabloid form). We have asked for an overrun to share with our constituents. The Collegian will run their Centennial coverage the following weekend.