

Meeting Notes
Integrated Marketing and Communications Council
February 23, 2011
Harold H. Haak Boardroom

Present: J. Welty, M. Nelson, J. Tatsumura, D. Martin, S. Ramage, J. Wagner, T. Pierce, B. Whitworth, R. Nunna, D. Tyckson, K. Johnson, R. Durham, T. Newell, B. Vinovrski, E. Junn, B. Covino, D. Astone, S. Schmidt, C. Matson, B. Hays

The December 15, 2010 meeting notes were approved.

Homepage Web Update

B. Whitworth commented that the web team met the deadline set for getting the revamped website up and running. For a short period of time, we will be running dual sites. Our hard launch will take place on March 1. Good comments and suggestions have been received in regard to site navigation and site updates. There is still some 'tweaking' to be done in regard to reordering lines (some are visually misplaced). We have launched the site with an 86% success rate for accessibility. 86% met the measurables required by 508.

We are now working on a timeline for Phase II, which will address the four divisions, the eight schools/colleges and the Division of Global and Continuing Education. The schools and colleges have been told to hold off on their homepage re-designs until Phase II is almost complete.

The Auxiliaries are also included in Phase II. Part of this process includes figuring out how things connect. Athletics is not involved in Phase II. They are constrained due to existing licensing agreements. Both the Auxiliaries and the Department of Athletics would conform to our standards. The athletics site, gobulldogs.com, would remain the same.

Web Content Management: We are in the process of finalizing the contract and implementation details. Technicians and Staff will be scheduled for training on the new product. Testing will begin after training has been concluded.

Steering Committee Report

Provost Covino reported that the survey is ready to go. He has met with the leadership teams for Academic Affairs and Student Affairs. The Cabinet members have reviewed the survey. Some of the language will be adjusted then will be sent to the vice presidents to forward to their managers who will identify the folks in their respective areas who can respond on behalf of the unit. There will be a short turnaround time for response. As a follow-up to the survey, the group plans to ask for a short representative piece from each area. The survey will be launched within the next few days.

Question: Should the current institutional mark still be used? This issue is still under discussion.

Questions/Comments on this issue and others follow:

- Do we, at this time, need to have a broader discussion of our brand? The question also pertains to the official use of the university seal.
- We need to pull the seal off the word mark.
- Can we put a watermark on the word mark so that it cannot be copied from the website?
- Don't use the word mark until the branding is complete.
- We can try to prevent the word mark from being downloaded by embedding an invisible watermark. Bruce will blind brand it, explore options and report back to the committee.
- People are creative and may try to re-create the word mark. It may end up being even more bastardized.
- How long does it take for an effective re-branding? Response: It may take 60 days. We need to do the research to correctly implement our re-branding.
- Powering the New California – will this change? Response: Maybe.
- Should we move away from the Sunburst?
- Word marks – look at options. Bruce is developing a few for consideration. No decision has yet been made.
- Don't copy the word mark from the website. Start a campaign to change practices – get the word out.
- WASAB is out in front of the change. Should they slow down the web process while the campus catches up with the policy change?
- The graphics standards educational campaign is working. Bruce is reviewing more copy than ever before.
- Don't have too much of a gap between the web launch and establishment of a web mark.
- President Welty recommended keeping the current design until the committee has completed their review, and communicate that work is underway on changing the design.
- Should J. DeDiemar be brought in to consult on this next phase?
- When do we stop the use of the Centennial logo? The Centennial site will remain live after the centennial events have concluded. Response: June 30, 2011 will be the end date for ordering new materials and products with the Centennial logo. The links to the Centennial site will remain active until December 31, 2011. Information should be sent to the campus community on discontinuance of use of the Centennial logo after Spring Break.

Question: should we have guidelines in place prior to making the announcement regarding the change in policy?

Meeting adjourned. We re-convene on April 27th.