

Meeting Notes
Integrated Marketing and Communications Council
April 27, 2011
Harold H. Haak Boardroom

Present: J. Welty, M. Nelson, J. Tatsumura, D. Martin, S. Ramage, T. Pierce, B. Whitworth, R. Nunna, R. Durham, B. Vinovrski, E. Junn, B. Covino, D. Astone, C. Matson, S. Armbruster, J. Diaz

The February 23, 2011 meeting notes were approved.

Homepage Web Update

B. Whitworth reported that there has been great satisfaction with the new homepage. The Web design team continues to meet and is currently working on Phases II and III. The team is finalizing a proposal to present to the Cabinet, which will include a timeline for the next phase.

The photos and information on the carousel will be aligned with the strategic plan.

Vendor training is underway for content management on Omni Update. Omni Update will be campus functional within one month.

Steering Committee

T. Pierce gave a brief survey update. There were 164 responses – predominately from faculty. Result: 50% of the departments have a computer person and 87% use the university name on their websites and printed publications. 25% use incorrect names, FSU, etc. A large percentage know that they are campus policies, but only a small percentage seek approval.

Fresno State – Recognition Points. Survey respondents indicated that the top three ‘recognizers’ for Fresno State are as follows:

1. Name
2. Bulldogs – go dogs
3. Athletics

During the next phase, J. DeDiemar will visit campus on May 11-12. She will meet with various groups and give an update, articulating the importance of integrated marketing.

In order to launch the first stages of our branding program, we will involve work done by students and others, consult with outside PR firms, anchor our branding to the Strategic Plan, and utilize students to create word marks or brand marks.

Brand: The visual portion, and what verbal phrases to associate with the brand, are the responsibility of the university.

Question: How do we align the Bulldog with the Strategic Plan? The brand is both visual and verbal.

Response: Inculcate phrases tying in the Bulldog throughout the branding process.

J. DeDiemar will meet and greet faculty groups and student groups on her visit. There will also be an open campus meeting, and a kick off meeting with the IMCC steering committee - a “stream of consciousness” workshop, which will also include the Web design team and University communications staff.

It was suggested to invite Paul Ladwig and Steve Weakland. J. DeDiemar will also talk with student media, and meet with the President’s Cabinet. Athletics staff should also meet with DeDiemar.

Meeting Schedule for 2011-12

The committee will reconvene in September 2011 and plan to meet every two to three months throughout the academic year.

Other

We need to educate our students as to the proper use of the university name. S. Ramage will be the contact for student groups and send notification letters to the President of each Student Organization and their advisor. (There are 280 recognized clubs and organizations. S. Ramage will coordinate a student group orientation with B. Whitworth for early fall.