

**Meeting Notes**  
**Integrated Marketing and Communications Council**  
**September 8, 2010**  
**Harold H. Haak Boardroom**

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Present: J. Welty, M. Nelson, S. Walker, K. Johnson, J. Tatsumura, M. Dunn, D. Martin, B. Whitworth, S. Hawksworth, S. Schmidt, D. Tyckoson, R. Nunna, L. Larson, F. Harmsen, T. Newel, E. Junn, P. Ramirez, S. Ramage, J. Wagner, S. Armbruster, P. Smits, T. Pierce, B. Vinovrski, M. Botwin, D. Astone, S. Witte, C. Matson

The May 19, 2010 meeting notes were approved.

**Web Services Update**

The Web Services unit spent the summer reviewing existing campus sites. Draft renderings of the revamped homepage have been developed and will be presented to cabinet on September 27<sup>th</sup>. These renderings will also be sent to IMCC for review and comment.

Phase 1 Toolkit rollout is scheduled for February 15<sup>th</sup>. The Homepage lighter has fewer graphics and contains more content.

Phase 2 begins in late February

Web services web-redesign - basic maintenance

Help desk

Developed electronic 'storefront shopping', including a 'cart' for the College of Arts and Humanities' University Press

Plan to offer a refresher course on how to use the web publishing program Contribute.

Updates to the renderings will be made throughout the fall. Please provide the Web Services Unit with your feedback on any of these changes.

This will be a reoccurring agenda item

**Use of Logos**

B. Whitworth shared a sampling of logos used on campus that did not fall within the parameters of our policy. Ancillary units are also subject to the university policy on the use of graphics.

The logo was developed and approved approximately eight years ago as part of the update of the graphics standards manual. The manual was re-approved this past year.

B. Whitworth was directed to write to the various departments who are not in compliance. In his communications he will state that we are in the process of making changes. Compliance will be expected and he will clearly specify what changes need to be made for those who are out of compliance. For those who do not use the University name, they must include it. All new logos must comply with the university policy.

The IMCC supports University Communications continuing efforts to enforce the current policy that prohibits the creation, continued use or distribution of any logo or brand mark other than the three official university logos; the sunburst, bronze medallion and academic seal. The current policy prohibits the use of any other logos except for those in use by named or endowed schools and colleges or programs (currently Lyles, Kremen, Jordan and Craig).

Those policies also apply to institutes, centers, programs, departments and divisions, as well as foundations and auxiliaries.

University Communications should continue to educate and inform the campus that logos or brand marks should be discontinued in print and Web publications, except for those permitted by the Standards for Graphics and Communications.

### **Phone Messaging**

There has been one update to our 'music on hold' phone message. Brad Myers is the male voice on the recording. Please forward the names of recommended campus 'voices' to Jill Wagner.

### **Mobile Telephone Apps**

The university has been approached to use mobile apps for students. K. Johnson has been in touch with C. Matson regarding parking and P. Ramirez for ASI. All mobile apps should be coordinated through K. Johnson.

### **Jeannette DeDiemar Report**

All information from DeDiemar's visit was forwarded to the committee. Comments about her presentation and the suggestions she offered were well received. The Branding and Communication sub-committee recommended not moving forward with the Branding RFP and instead, suggested retaining Jeannette DeDiemar as a consultant to this process. DeDiemar will work for us on a day-to-day basis and will not incur a large cost. S. Armbruster and D. Astone will assume responsibility for working with DeDiemar and will soon be setting her schedule.

Up until the time of the DeDiemar campus visit, the committee had received four responses to the RFP. DeDiemar has a real grasp of what we are trying to accomplish with our branding and has gone through this process at her own university. She brings

university experience to the project. She will help us identify areas where we need to focus.

The Branding and Messaging sub-committees are merging. S. Armbruster and D. Astone will co-Chair. If you are interested in joining this newly merged committee, please let Michelle Nelson know.

In the spirit of committee changes, the Communications Committee has fulfilled their initial charge and proposed to disband and then create a sub-committee that works on goals and sets benchmarks. It was recommended that the Communications Committee remain intact until we receive specific direction from Jeannette DeDiemar.

President Welty noted that the Strategic Planning launch may have significant impact on our branding direction and there have been discussions in several groups about changing the university name. The discussions have been general and not have moved through any formal process. The Centennial year has stimulated these discussions.