

**IMCC Steering Committee**  
**Jan. 25, 2012**  
**Agenda**

1. Renewed question about logo (Bill, Shirley)
2. Logo exceptions
3. Bookstore/apparel concerns (Debbie)
4. Logo questions from full IMCC:
  - a. How do we handle use of multiple campus logos on a flyer/poster
  - b. How do we handle sub-identities when “Fresno State” is in the name? Ex: Campaign for Fresno State.
  - c. What about multi-campus initiatives: Ex: REAL (involves 4 campuses), Nursing initiative/joint doctorate with San Jose
  - d. Department names in sub-identities
5. Launch (Tamyra)
  - a. Volunteers
  - b. Date
  - c. Budget
  - d. Education subcommittees – campus; media
6. Domain name change update (Shirley)
7. FAQs update (Susan)
8. Electronic letterhead concerns from IMCC

**Next meeting:** Tuesday, Feb. 8, 3:30 p.m.

1. Toolkit update (what are we going to call it?)
2. Business cards and stock (Bruce)
3. URL for branding (Bruce)