

**IMCC Steering Committee**  
**Feb. 8, 2012**  
**Agenda**

1. Introduce our student assistant Phillip Matson
2. Logo questions:
  - a. Requests for logo in advance to allow production, e.g. Craig School of Business.
  - b. Use of paw separately – Alumni Assn.
  - c. Podium logos – seal or logo?
  - d. Patches, pins
  - e. Use of department names in sub-identities
  - f. Groups who are part of academic program (not clubs), e.g. Debate Team, Veterans Support Network; LGBT Allies.
3. Bookstore (Debbie).
4. Web domain & email (Phil)
5. Launch planning (Tamyra)
  - a. April 12 – 10 a.m.
  - b. Location/backup
  - c. Plans, wish list, budget
6. Educating users
  - a. Campus – set up LEAD workshops (Shirley)
  - b. Media – launch and beyond (Susan & Lanny)
7. FAQs update (Susan)
8. Toolkit / Brand Manual -- what are we going to call it?
9. Business cards and stock (Bruce)
10. URL for branding (Bruce)
  - a. What to name it
  - b. Where should it be placed – quick links, home page footer?
11. Electronic letterhead concerns from IMCC

**Next meeting: NEW TIME AND PLACE**  
Tuesday, Feb. 21, 2:30 p.m.  
Haak Center 4164