

**IMCC Steering Committee agenda
June 8, 2011**

1. Introductions:
 - a. new member, ASI President Selena Farnesi
 - b. guest, Todd Graves, UComm graphic artist

2. Brand Platform Development (Timeline)
 - a. OK'd by Cabinet.
 - b. Updates needed?

3. Focus group update – Jim and Tamyra

4. Design students update – Jim and Tamyra

5. Review brand promise drafts by:
 - a. Student – Sally/Katie
 - b. Faculty/staff – Tamyra
 - c. Alumni – Shirley/Peter
 - d. Region – Paul
 - e. Business/Educational Partners – Phil

6. Review key attributes from Strategic Plan - Bill

7. FAQs
 - a. Need subcommittee to edit

8. Other matters

Next meeting: June 29