

**IMCC Steering Committee agenda**  
**October 26, 2011**  
Haak Center Board Room – Library 4115

I. Review Brand Platform Development Timeline and discuss upcoming projects:

1. Logo versions – Todd
2. Standards and toolkit – Bruce W.
3. Communications – Shirley
  - a. Campus
  - b. Community
4. Ambassadors – Jeanette will assist
5. Preview to campus – Jeanette will assist
  - a. Academic Senate
  - b. ASI
  - c. Administrative Roundtable
  - d. President's Advisory Board
  - f. Collegian editors
6. Launch event –

II. IMCC budget development

III. Other

Next meeting: Nov. 16, 3:30 p.m.