

IMCC Communications Sub-Committee

Meeting Notes

October 22, 2009 2:00 p.m. to 3:00 p.m.

Members present: Sally Ramage, Steven Walker, Fraka Harmsen, Jessica Sweeten, Lanny Larson, Katie Johnson (chair).

Members absent: Ellen Junn, Tamyra Pierce

The meeting began with a brief update by Katie Johnson on the progress of the audit committee. The audit committee has closed the internal audit and is analyzing the data. An external instrument has been drafted and the audit committee hopes to conduct a random phone survey targeting members of the Fresno community. The communications committee would like to add one question to the survey to understand what factors prevent the community from coming to campus.

We discussed the following issues that need clarification

- Who is our target audience to draw to campus?
- Are we assuming people want to come to campus?
- Are we assuming that people are not coming to campus? How do we know this?

From the committee's perspective, what might draw people to visit campus?

- Fresno State as a tourist attraction – specific tours with public interest
- Tours that are personal and on demand – downloadable audio tours for mp3 players and other digital devices (sneaker tours)
- Tours using mobile technology, mobile apps with GPS or augmented reality

From the committee's perspective, what discourages the community from visiting campus or attending (non-athletic or SMC) events?

- Hard to find information on campus Web site to plan a visit
- Campus search engine is not effective
- Campus calendar (R25) is not user-friendly; therefore, the community might not know about events or have enough information about a specific event. Lack of a centralized location on the Web to find events
- Parking is confusing
- Campus lacks a centralized "starting" or "welcome" location
- Campus lacks visible maps or signage to orient visitors
- Lack of food services
- Afraid of traffic circles
- Artists are not allowed to photograph or film

Next steps for the committee

- Assess the current tours available for the community. A group tour for our committee has been tentatively scheduled for Nov. 10th at 9:00 a.m. We will also assess the self guided arboretum walking tour before the December 1st communications committee meeting.
- Investigate any other tours that might be available on campus