

Integrated Marketing and Communications Task Force

Wednesday, March 5, 2007

MINUTES

Meeting opened at 10:00 a.m. in the College of Charleston's Stern Center Room 409.

Mike Haskins, chair, opened the meeting and thanked everyone for coming. He also apologized for the cancellation of February's Task Force Meeting.

I. Update --- Logo and Brand Manual

Mr. Haskins led the meeting by offering a brief update on the logo and brand manual. He let the Task Force know that he met with President Benson in December, and wants to share the results of their discussion. President Benson liked the two logo concepts the Task Force put forward, but wanted a potential alternative. Mr. Haskins then turned to the Division of Marketing & Communications (MAC) to come up with another option. The MAC team came up with two more options and worked on refining the concepts President Benson liked.

We have reached the point at which the logo concepts based on the research conducted by Latham and Stein have been extensively explored. Although a final logo has not been approved, Mr. Haskins told Stein Communications that we wanted to go ahead and finish the brand manual with a placeholder for the logo, so that we would be ready as soon as a decision on the logo is made. A final draft should be ready next week, and Mr. Haskins will place it on the website for people to view and provide feedback. It is important that we move forward to finish up this phase in the branding process.

Some issues in the brand manual involve the business cards and college letterhead information. State regulation states that we need to have only one official version of the letterhead, but there has been discussion of having a downloadable, word-based template for internal stationery with unit identifiers. The business card will have a standard header, and then departmental information will go underneath. Mr. Haskins said that next time, we might have to go through the brand manual and make some adjustments to things such as color.

Mr. Haskins went on to point out that we are 3-4 months behind with putting out the Brand Manual, and that this is holding up the ability to publish standards for the campus. Work on the manual thus needs to continue, and the manual should be ready to publish as soon as a final decision is made on the logo.

II. Update --- Website Development Subcommittee

Task Force member Andrew Bergstrom provided an update on the website development. He announced that the college is currently in the intake phase. The design firm that was chosen is mStoner, and they have been consuming materials. Meetings are being held on Tuesday and Wednesday, two sessions with students and two sessions with faculty. The first training day will be in Addlestone Library and the second will be in the Education Center.

In addition, Mr. Bergstrom reported that course catalogs are being brought online. To conclude his update, he let us know that the Web Development Website is at webdev.cofc.edu and that anyone can subscribe to the Web Maintenance listserv for a constant communication channel.

Mr. Haskins briefly commented about the reworking of the “About College of Charleston” webpage. This is a site where we pulled a large array of information and put it in one place. It includes quick facts, statistics, administrative information, campus maps, and more. The usage of the contact numbers was a way for us to realize that the site was working well.

Stan Gray, another Task Force member gave a quick update on the ActiveData Campus Web Calendar. Information has been collected and software training has begun. There will be a second training session in the near future. Mr. Gray informed the Task Force that this is a fluid, living calendar that is constantly being updated and changed. He is hopeful that they will be much further along by April 2nd and there could be a possible launch party.

III. Group Discussion --- Brand Story Examples

Mr. Haskins led the discussion by letting the Task Force know that he traveled around to different schools, read through the Brand Story and then requested critiques. He also asked faculty members to send in examples to further illustrate the College of Charleston Brand Story and that it is true. In addition, Mr. Haskins requested that each member of the Task Force take the Brand Story back to their individual groups and possibly get some good examples of what we say about ourselves.

Mr. Haskins encouraged all members of the Task Force to please feel free to e-mail him with any thoughts or ideas. He stated that the more we can do to illustrate the story, the better off we will be. He will follow up with everyone in two weeks as a reminder to talk with groups.

IV. Group Exercise/Discussion --- Positioning and Differentiation

Mr. Haskins introduced a positioning exercise that consists of a list of “fill in the blank” questions. He asked that everyone take 10 minutes to write responses off the top of the head. He explained that these are just for us, so the answers can be anything.

The Task Force took 10 minutes to complete the positioning exercise. Then together, the Task Force went over and discussed the responses.

V. Upcoming Meetings

April 2

May 7

June 4

Meeting closed at 12:00 p.m.