

Integrated Marketing and Communications Task Force
Wednesday, April 11, 2007
MINUTES

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

I. Welcome

Mike Haskins, chair, opened the meeting and thanked everyone for coming. He welcomed the Jenny Brower, Bo Uzzle and Terry Hamrick from Stein Communications as well as Ian Latham from Latham and Co. Mr. Haskins informed the task force that the meeting will focus on the brand strategy and promises developed from Latham's research.

II. Reports on Presentations to Individual Areas

Mr. Haskins reminded the group that many task force members presented our progress report to their areas, and he opened up the floor to any feedback or discussion on how the individual reports went.

Discussion:

- Cathleen Setford specifically asked about the Grice Marine Lab "octopus" logo and what will happen to it with the introduction of the new campus logo. Mr. Haskins responded that we probably will need to bring it into the new logo system. He also said that standards will be developed to determine fairly and consistently which entities on campus will be permitted to create their own separate graphic identities. Other than Grice, other areas that need to be looked at are the Halsey Institute and other academic institutes and centers.
- Linda McClenaghan shared with the Task Force that when she taught her Microsoft Publisher classes, she discussed the new brand manual, and people were overwhelmingly positive. Mr. Haskins agreed that was an excellent opportunity to reach out.
- Jim Vincent mentioned that he had spoken to the chairs and faculty about our brand strategy and it was well received. He said they think it is a good idea, but questioned if it is actually going to work. They also asked if the Division of Marketing and Communications will be providing help, which Jim assured them they will.
- Mr. Haskins let everyone know that he feels very positive about President Benson's support for the branding process.
- Brian McGee mentioned that he received no negative feedback when presenting to the Faculty Senate.
- Marcia White commented that many people tend to think branding is only important for publications people. She stressed that every single person on campus is a brand ambassador, not just the "pubs" people.
- Victor Wilson made an analogy comparing the new logo system to a school uniform in which there is one set shirt, but individuals can wear their own pants. This illustrates the idea that everyone has to have the brand, but then can still brand their program. Mr. Haskins said if there is a case for flexibility, then that case will need to be made by each entity and reviewed against the overall brand standards.
- Linda McClenaghan expressed a time concern for ordering new materials. Mr. Haskins explained that Marcia White had recently given Procurement a presentation on the branding strategy and told the committee that vendors are being trained so they will know

the colors and fonts we are using. Departments should order just enough materials to get through until September, when the new brand will be officially launched.

- Martha Attisano added her concern regarding when she should order Admissions materials because the counselors go out on the road with lots of publications during the months of August and September. Mr. Haskins replied that there is never going to be a good time for everyone, and that is why we must allow a phase-in period for all new materials to be produced.

III. Report: Campus Signage Subcommittee

Co-chairs of the campus signage subcommittee, Meredith English and Monica Scott, met together to gauge our current situation. They looked at everything including the streets, the buildings, the bricks and Interstate 26. They walked around and took photos for the beginning of their brainstorming process.

Discussion:

- Stephanie Auwaerter said to keep an eye on portable signs around campus.
- Monica Scott explained that there are easy things we can do such as changing out the street signs to white on burgundy, but we also have to consider the historical factor of our campus and know there is going to be lots of oversight from the city.
- Mr. Haskins asked if there is a college information spot on King Street. It was confirmed that the marquee on King Street does belong to the College of Charleston.
- Linda McClenaghan mentioned the idea of getting more of the college into the carriage tour books.

IV. Web Site Update

Mr. Haskins reported that he and Bob Cape are meeting with President Benson about the redesign and redevelopment of the College of Charleston website. We desperately need to improve the structure and navigation of the site. Mr. Haskins knows the campus is frustrated with the web site and, therefore, he is very hopeful for the President's financial support. It is important to move forward with a new web site because the longer we wait, the worse it gets. Martha Attisano asked if the new site will be built within the content management. Mr. Haskins answered yes and said the brand will be used as part of the new pages.

V. Presentation: Marketing Strategy and Brand Story

Ian Latham's Power Point presentation on marketing strategy and brand story can be found and downloaded on the web at www.cofc.edu/marketing/branding.html. Mr. Latham has now concluded his work for us. He will still be keeping tabs, but we will no longer be seeing him as much. Everyone thanked Mr. Latham for all the hard work he has done for us.

VI. Next Meeting

Mr. Haskins thanked everyone and announced that the next meeting will take place on Wednesday, May 2, 2007 from 10:00 a.m.-12:00 p.m. in the Stern Center Ballroom.

Meeting closed at 12:00 p.m.