

Integrated Marketing and Communications Task Force

Wednesday, May 2, 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.

II. Update: Campus Signage Subcommittee

Meredith English reported that the campus signage subcommittee conducted a tour of campus, and currently is gathering cost information for some of the suggested changes. She and Monica Scott will report to the Task Force at a future meeting.

III. Report: Style Guide Section of the Brand Manual

Mike Haskins announced that the College Publications staff of the Division of Marketing and Communications currently is working on the editorial style guide section of the brand manual. The purpose of this section is to provide a definitive guide to campus terminology, names and grammar. Mr. Haskins asked that any Task Force members with specific suggestions about entries for this section contact Mark Berry, Director of College Publications, with the information.

IV. Presentation: Web Site Redevelopment Process

Mr. Haskins informed the Task Force that President Benson has asked for a full report on the costs and process involved in a complete redevelopment of the College website. As a first step, he asked Stein Communications, who have led many website projects, to make a presentation on the process involved in overhauling a complex website such as ours. For information, please refer to the attached presentation.

Meeting closed at 12:00 p.m.