

Integrated Marketing and Communications Task Force

Wednesday, May 7, 2008

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 started by thanking committee member Kristen Buckley, bookstore manager, for her participation in the Task Force. Ms. Buckley will soon be leaving the College and will be greatly missed. She introduced Gregory Mason to the Task Force, who will be Ms. Buckley's replacement as the College of Charleston's Bookstore Manager.

I. Update – Website Redevelopment

Task Force member Andrew Bergstrom provided an update on the website redevelopment. He announced that design firm mStoner finished the first draft of the strategic report and the College is now looking at the second revision. If approved, mStoner will come back to campus and present again. If all goes well, the timeline for the creative process should begin at the end of this month or the beginning of next month. There will not be a template until the fall, but Mr. Bergstrom encouraged everyone to apply the new style guide over the summer in preparation for the fall.

Mr. Bergstrom also announced that the College has invited two Apple representatives to come to campus and talk about iTunes U. They are going to present to the faculty about how iTunes U works and how to best implement it at the College of Charleston. This will be followed by a Question-and-Answer session. The presentation will take place on Tuesday, May 13, 2008, at 2:30 p.m. in the Wachovia Auditorium.

To conclude his update, Mr. Bergstrom informed the Task Force that personal websites are going to be moved to the new "People" server from "Spinner," the central web server. This is going to be tested by the Teaching and Learning staff in order to identify any potential problems. The new "People" server is larger and will allow "Spinner" to be solely administrative, which is its intended purpose.

Mr. Haskins let the Task Force know that the College now has its own YouTube site. The website address is www.youtube.com/collegeofcharleston. It currently has about 12-15 videos posted, including our TV commercials. He went on to thank Larry Stoudenmire and Mr. Bergstrom, both members of the Task Force, for getting the site up and going. He also mentioned that the new News Manager in the Division of Marketing and Communications, Melissa Whetzel, has just recently launched an official College of Charleston Facebook page. This Facebook page already has more than 800 fans, and is an amazing resource for prospective students to communicate with other prospective students coming to the College. Downloadable College of Charleston wallpapers and ringtones are also available on this page.

II. Campus Signage Presentation

Campus Signage Subcommittee chair Meredith English has been working with Amy Pierson from Physical Plant and Monica Scott, vice president for facilities planning, on a plan and proposal to improve the recognition and visibility of the College in the community. Ms. English put together a Campus Signage Powerpoint presentation that she presented to Senior Staff with the proposed budget. After speaking with President Benson, Mr. Haskins believes he will support the proposal with the needed funds. Ms. English presented to the Task Force, stressing the importance of campus signage in order to build our visibility and brand recognition. Good campus signage will build awareness and distinguish our campus. Our new visual identity serves as an excellent opportunity to add guidelines and regulations to our signage. It is critical for the College to develop standard, recognizable signage on buildings and throughout campus. Both exterior and interior signage needs to be regulated, and it is very important for the College of Charleston to keep their signs updated. Improving our campus signage is everybody's responsibility, but the three key players in this proposal are Facilities Planning, the Division of Marketing & Communications, and Physical Plant, where all requests should be directed.

III. Review and Discussion of Brand Manual

Mr. Haskins announced that we are currently completing the first edition of the Brand Manual, and it will be updated and revised when decisions are made and implemented. Mr. Haskins then opened the floor to discussion if anything in the Brand Manual needs to be fixed, added, or removed. The Brand Manual will be put out July 1, 2008, but it will publicly launched in August when faculty and students are coming back to campus and can begin training.

Discussion:

- Mr. Haskins said that the Task Force members are all responsible for educating the people in their individual units. There should be total compliance with the Brand Manual by December 31, 2008.
- It was clarified that the seal is called the "College of Charleston Seal," not the Presidential Seal.
- As far as nametags go, maybe there can be an official group of vendors with a template that we could use.
- There were questions about the letterhead and business cards. The business cards are currently being tested to find a layout that looks good and is also utilitarian.
- The question of whether "Founded 1770" should be on the letterhead or not was brought to the attention of the Task Force. Mr. Haskins suggested that maybe both with the "Founded 1770" and without it could work as primary word marks. It can be indicated through specific language where it is appropriate to use the word mark with it.
- Mr. Haskins wanted to meet with the Task Force before meeting with Procurement about the stationery. The Procurement Code states that there must be one standard college letterhead, but the Task Force entertained the idea of central stationery with customized envelopes. There could be a printer template created where one can enter their departmental information on the envelopes. Mr. Haskins said he would talk to Procurement with the rationale that the template will be more cost-efficient than the manpower of stamping each and every envelope.

Mr. Haskins thanked everyone for their input and announced that the Brand Manual will be finalized at the next meeting.

IV. Upcoming Meetings

June 4

Meeting Closed at 12:00 p.m.