

Integrated Marketing and Communications Task Force

Wednesday, July 25, 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 welcomed all the committee members. He expressed his appreciation for everyone's flexibility in the change of meeting locations. Mr. Haskins let the Task Force know that the Aug. 8 meeting will be back in the Ballroom and will include a presentation of the execution phase of our visual identity.

I. SGA Cougar Spirit Initiative

Seaton Brown, a member of the Task Force and a member of the Student Government Association, was not present at today's meeting. Therefore, Mr. Haskins briefly updated the Task Force that one of SGA's main priorities is to increase school spirit. SGA had a forum later that day, and Mr. Brown should be able to report more on this topic at the next meeting.

II. Brand Manual Update

Mr. Haskins said that the Brand Manual seems to be coming along well, but changes are still being made, and will continue to be made throughout the development of the creative execution. Based on input from the Task Force, he is currently doing a significant rewriting of certain parts. He requested for everyone to send his or her comments and changes to him before the end of the week.

III. Campus Signage Subcommittee

Co-chair, Monica Scott informed the Task Force that later that day she would be meeting with Meredith English to further discuss the budget. More will be reported at the next meeting.

IV. Website Redevelopment Report

Mr. Haskins asked what people thought of the changes to the homepage. The members of the Task Force were positive about the new look, and Mr. Haskins said that he has received positive feedback from all around campus. Brian McGee did comment on behalf of the faculty that they thought there were a few too many city life pictures, and not enough of campus life. But overall, a great improvement. Another change was converting the "Ask CofC" to "Ask the Cougar". This was to create a better connection across campus. Linda McClenaghan mentioned that the Human Resources website also has a section where you can ask the cougar questions.

Andrew Bergstrom stated to the Task Force that he had recently met with the emergency management committee and went on to report that there is an official emergency website. Mr. Haskins informed everyone that this website can be found at cofc.edu/emergency. In the

event of an emergency, the college can trigger everything to go to this site. And if our entire system goes down, the site can be maintained and updated from a server at Clemson University. Mr. Bergstrom added that the Content Management System has been purchased and is in the process of being deployed for testing.

V. Discussion- Logo Rollout and Brand Launch Event

Mr. Haskins introduced Stan Gray, Director of Media Relations and Event Marketing in the Division of Marketing and Communications, as the chair of the Brand Launch subcommittee of the Task Force; Stan will be coordinating and collecting all ideas for the event. Mr. Haskins went on to say that the President approved doing the Brand Launch in the same week as Inauguration. The date is October 3, 2007, with a 4 p.m. event planned. Mr. Haskins wants the Brand Launch to be a fun as well as educational event for the entire campus. The Task Force brainstormed ideas for the rollout of the new visual identity and the brand launch, which are contained in a separate handout.

On August 16, Mr. Haskins will be presenting the new logo to the Board of Trustees at an off-campus board development retreat. He feels confident that the board will like the new visual identity and how it relates to the traditions and the future of the College.

VI. Dates for Upcoming Meetings

August 8 (Stern Center Ballroom)

August 22 (Stern Center Room 409)

The next meeting will take place on Wednesday, August 8, 2007 from 10:00 a.m.-12:00 p.m. in the Stern Center Ballroom.

Meeting closed at 12:00 p.m.