

Integrated Marketing and Communications Task Force

Wednesday, August 13, 2008

Meeting opened at 10:00 a.m. in Arnold Hall of the Jewish Studies Building.

Mike Haskins, chair, opened the meeting and thanked everyone for coming.

I. Brand Manual Final Edits

Mr. Haskins explained that the College of Charleston Brand Manual is in its final stages of completion. There were a few final corrections, but they are close to resolution. He also announced that we are looking to keep our current business card vendor, Business Card Express for the new business cards. We are waiting for confirmation, but they seem to be able to handle our requests on a much higher-quality paper and are still cheaper than many of the other vendors. There will also be availability of custom College of Charleston envelopes with each individual department's name printed on them. This will be a huge help for those departments who have been spending time and labor on hand stamping envelopes.

Senior Staff will take a final look at the Brand Manual before it goes to print. Mr. Haskins feels it is important to have the first printed issue go out to all relevant employees. This will encourage everyone on campus to be part of branding and marketing for the College of Charleston. He went on to express the importance of a good kick-off for the Brand Manual. It is a great reference piece and an important symbolic gesture of getting everyone on board for the new College of Charleston Brand. All Task Force members agreed that it is a good idea to give everyone a copy of the first issue. The Brand Manual will be an ongoing work in progress, with constant revisions. Changes will be posted online and an updated issue will be produced every year, passed out on demand.

Stephanie Auwaerter feels a good addition would be to explain how the trademark and licensing process takes time. People need to plan ahead and make sure to give ample time for their requests to go to CLC (College Licensing Company) and then back to the Division of Marketing and Communications for approval.

In concluding the Brand Manual discussion, Mr. Haskins said he knows we faced some challenges and holdups, but in the end, the beginning of the school year is a great time for us to put out the new Brand Manual.

II. Content for Campus Marketing Seminars

Mr. Haskins wanted to get input from the Task Force on the Division of Marketing and Communications holding educational seminars/programs for campus. The main purpose of the seminars would be to go over the major points of the Brand Manual. It would be an opportunity to show pieces that follow the Brand Manual and explain how the Marketing process works. Niki DeWeese thought it would be a good idea to add a purchasing seminar that goes over the

purchasing policies and procedures for the College. The Brand Manual is going out at the beginning of classes and the seminars would coincide with the distribution.

Mr. Haskins asked the Task Force what their general feeling was about the University Bookstore located on King Street. Bookstore Manager and Task Force member Greg Bason talks to the parents about using the College of Charleston Bookstore and how the money goes back into the campus. Mr. Haskins asked for everyone to send him an e-mail if they see inappropriate trademarks on merchandise. The store buys from the vendor and the vendor is supposed to license the merchandise, but this does not always happen. Also, it was discussed that Kinko's rents out their space to the University Bookstore for their Textbook Buyback.

III. Future of the Task Force

Mr. Haskins announced that the Task Force should at least meet back up in September to discuss any issues or problems with the Brand Manual, which will continue to be a living document. He expressed that he believes the group has fulfilled its mission with regard to the brand research, brand manual and wordmark, and turned to the committee members for any thoughts or suggestions on how to reshape the group.

Jan Brewton asked what the status was on the signage proposal. Mr. Haskins answered that President Benson approved it and it will be phased in over the next year.

The Task Force will meet again in September and then could possibly meet quarterly to bring back feedback and keep in the loop.

Mr. Haskins wrapped up the meeting by thanking everyone for their time and effort.

IV. Upcoming Meetings

September 2008 (TBA)

Meeting Closed at 12:00 p.m.