

Present: John Eatman, Helen Hebert, Todd Sutton, Jan-Japp Van-Duin

Absent with notice: Lyda Adams Carpen, Jason Fleck

Absent without notice: Bo Bodenhammer, Shannon Clegg, Tim George, Susan Hensley

## **Integrated Marketing**

Helen D. Hebert

Helen reviewed the Integrated Marketing work to date.

Adoption & Training is looking for feedback from WOC regarding website requirements, look and feel of the pages to reflect integrated marketing.

Jan-Japp - what is outward expression?

Answer - coming from outside partner.

Jan-Japp - How does this affect WOC?

Answer - the main job for the outside firm is to develop the marketing messages. When you redo the webpage, at some point within your message you should be able to incorporate a university message. What we need from WOC - what should the website look like. We are looking at items such as the gold bar, if it doesn't have this, what should they have? These are the types of things WOC needs to give feedback for.

Jan-Japp - When will the messages be ready?

Answer: May, 2011.

Based on conversations with the Chancellor - she would like the website design to be more restrictive.

Todd indicated the new word press templates should be available on day 1 of the integrated marketing launch.

Kevin would like to see the designs so he can start playing with the designs. Kevin doesn't want Lyda to feel like this is all on her shoulders. We are here to assist.

Todd suggested we put together a working group prior to the next WOC meeting to fire up photoshop and see what we come up with.

## **Google Analytics**

Kevin brought up google analytics and when we might be able to use it. Todd indicated they are in process of creating a risk assessment document for this.

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