



SPARC

**September 10, 2019
3:00 p.m., UC 202A**

Meeting Summary

In Attendance:

Jason Bentley
Mike Berghoef
Paul Blake
Mike Bouthillier
Amy Buse
Terri Cook
Jennifer Dirmeyer
Steve Durst
Dave Eisler
Leonard Johnson
Beth Logan
Kristy Motz
Dave Nicol

Shelly Percy
David Pilgrim
Piram Prakasam
Joy Pufhal
Michelle Rasmussen
Julie Rowan
Kristen Salomonson
Mancy Seiferlein
Spence Tower
Lisa vonReichbauer
Dan Wanink
Gregory Zimmerman

Guests:

Tom, Dowling, Jeff Ek, Angela Garrey, Anne Hawkins, Anne Hoggenson, Franklin Hughes, Jennifer Johnson, Jeremy Mishler, Angela Roman, Karen Royster-James, Patty Terryn, Jonathan Yordy

Chair Spence Tower greeted SPARC members and introduced the first topic, an update on the new University Branding Campaign.

Branding

VP Percy provided some background information on the Branding Campaign and then introduced Anne Hoggenson and Jeremy Mishler. Anne and Jeremy provided an update on the roll-out of the new Branding Campaign. Their presentation provided an overview of the development of the marketing materials and the rollout of the Branding Campaign. They provided examples of marketing materials including print media and social media, billboards and video. They described the resources available on the web for visual identity and brand standards for areas that wish incorporate the new media and materials in their work.

Strategic Plan

Spence provided a brief history of the strategic plan process, which is in its final steps before presentation to the Board of Trustees for approval at their October meeting. Both Spence and David Pilgrim explained the process on how the committee developed

proposed initiatives and metric targets. Discussion centered goals and the related targets in the new strategic plan.

Chair Tower adjourned the meeting

Adjourned: 4:38 pm

Next meeting: October 8, 2019, 3pm, UC 202A

Submitted by Terri S. Cook