

Institutional Marketing Plan Committee  
Notes of 12/16/08 Meeting  
2:00 – 4:00 p.m.  
Trustees Board Room  
Draft

Committee Members Present:

Michael Beseda  
Jane Camarillo  
Chris Carter  
Bob Ciano  
Heidi Donner  
Jane Joyce  
Dorothy Jones  
Guido Krickx  
Lisa Moore  
Michael Samuels  
Chris Sindt  
Elizabeth Smith

Committee Members Absent:

Mario Alioto  
Mark Chiarucci  
Brian Jersky

Chair, Michael Beseda called the meeting to order at 1:00 p.m.

**I – Next Steps in Review of the Identity Proposal**

Michael took a poll of the members present and after some discussion it was agreed that the Box would be the piece that we will go with.

It was restated that we agreed to the Block SMC for the Logo and the Statement of Position needs to be finalized for the New Visual Identity in order to move ahead.

**II – SMC Statement**

The Statement of Position was discussed and Elizabeth will flip a few words in the second bullet to clarify

**Next Steps:** It was agreed that after some small changes, it appears that the Statement of position should be ready to share with the Campus more broadly. Michael will share the information with the Trustees the third week in January.

### **III – Institutional Marketing Video Project**

Michael explained that every four years a new suite of communication tools for the Admissions area is created. Mindpower was selected by a selection committee as the company to prepare these materials. After viewing a presentation of the materials provided by Mindpower, Michael asked for reactions and comments.

Comments included the following:

- Great edge, would appeal to young people
- Very creative
- Edgy and positive
- Resonates with the young but, will prospective really find this here?
- Interesting but still in Moraga, are we that edgy?
- Nothing about Moraga – all about people
- Always the underdog and a lot of Alum with attitude – no one gives us credit – liked it – right on
- Good job of taking the pieces and explaining to an outside person
- Liked it – Attitude – fits but missing a little of the Catholic piece- should be somewhere
- Another comment to the Catholic piece – part of the attitude
- Bold colors – good
- Too aspirational?
- Concern about overstatement
- So energetic and lively
- Seems focused and limited
- Brainiacs
- Attitude – clearly and competently defined, confident, assertive
- Has to be bold not wimpy
- Appeals to male audience

Video: 60 second and 30 second spots for the Visitor Center and Athletic games was viewed by the Committee. Comments to the video

- Sports are terrific
- Captures the school
- Sedate – thoughtful
- Humble, but essential to what SMC is all about
- Good for a broad audience – Alumni will really like the commercials – evokes good positive memories
- Very confident and compelling
- They capture you
- Brave – communicate so much.

Michael will share the information with the Academic Senate, alumni, Staff and students, and Brothers in January.

The meeting adjourned at 3:45 p.m.

Next scheduled meeting: Tuesday, January 14th