

Integrated Image Roundtable
Meeting Notes
October 10, 2006

Participants:

Cathie Carrigan, Hilary Kahn, Catherine Flynn, Wendy Iskander, Christopher Vice, Linda Stein, Robert Dittmer, Mark Dirlam, Susan Crum, Gail Plater, Kim Stewart-Brinston, Jonna MacDougall, Angie Antonopolous (Christine Fitzpatrick), Andrea Eickhoff Anderson, Mary Chappell, Brenda Bishop, Amy Warner & Troy Brown

Welcome & Status Report: Amy Warner

Indiana University Integrated Image is off and running at IU and at IUPUI with initial guidelines produced in September 2006. To manage communication and implementation on the IUPUI campus the Academic Units have been asked to identify a point of contact to assist in communication and implementation of the signature system in their responsibility center.

Following the University Relations retreat in mid-September, IUPUI academic units voiced concern over the cost to generate new signatures as part of the Integrated Image plan. IUPUI Office of Communications and Marketing has been authorized to serve as the campus signature production unit and will produce signatures for academic units on the campus at no cost to the academic unit this year. However, due to the size of the School of Medicine, Pam Perry's office has also been authorized to generate signatures and will work in collaboration with IU and IUPUI to guarantee continuity.

Resources: Amy Warner

- IUPUI Integrated Image Web Site <http://ocm.iupui.edu/integratedimage/>
- IU Integrated Image Web Site <http://www.indiana.edu/~vpur/image/>
- Integrated Image Program Manual
<http://www.indiana.edu/~vpur/image/pdf/IUIntegratedImageManual101306.pdf>

Questions and Answers: Discussion questions: Troy Brown & Amy Warner

How will we obtain our school signatures?

Through the IUPUI Office of Communications & Marketing, the campus will generate signatures for units on campus. Troy Brown will meet individually with you, the integrated image point of contacts, to review the signature needs of your academic unit. You will be asked to generate a list of priority signatures for your school and prioritize the signatures to be developed. Schools which award an Indiana University degree will be developed first. Meetings are underway and will continue through November. As the IUPUI signature becomes available in January, campus based non academic units and Purdue Schools will receive information on their signatures.

In the Kelley School, our academic unit is based in Bloomington and signature implementation has begun, do we establish our own guidelines or coordinate with Creative Services at IUB?

If your school is based in Bloomington you will want to coordinate implementation efforts with your counterparts in Bloomington. You can expect to receive your signatures from IUPUI Office of Communications & Marketing following your meeting with Troy Brown. If your school intends to develop a style guide from the university guidelines for implementation within your school, we encourage you to coordinate the effort with your school's programs on other campuses.

We have outdated logos on the School of Dentistry Seal Mobile, how soon can we update it?

When you meet with Troy Brown, please review the schedule that you would normally use to update signage or vehicles. We will work with you to design an appropriate visual to carry the appropriate signatures to meet your production schedule.

We have a student association who traditionally promotes the school word-mark on their print materials, website, etc. What is the process to update their use of the school signature?

We have all year to rollout the signature deployment on campus and should update the student organization's logo or signature at the same time we update the school's signature. When Troy Brown meets with the School of Law, specific changes will be made to eliminate the use of the Indiana University seal, develop a timeline for implementation and to change in Moot Court and Student Law Association's uses of the School signature.

We need to make changes on our website to accommodate other priorities of our school. How soon can we deploy the web banners?

We prefer that schools who manage websites on our campus deploy web banners after the IUPUI campus signature and mark are finalized in January. However, if your web team needs to make advancements, Troy's staff is on standby to help this fall to integrate the policies and design elements that are available for your use.

Will our School of Dentistry alumni magazine change its look and feel?

The school will have control over the design elements and personality of your publications, including the alumni magazine. However, as you design your publications for the future, you will want to be mindful of how the new signature should be implemented on the publication. As soon as possible, we recommend that you integrate the signature appropriately.

The IU Alumni Association and the IU Foundation are viewed as separate nonprofit organizations and are not required to carry the IU signature guidelines on their marketing materials.

How will we inform faculty and staff of the changes in the Integrated Image signature program?

Throughout the process we have presented the Integrated Image plan to faculty executive committee, faculty council, Dean's council, and External Affairs. Meetings and updates are schedule with Staff Council and with Faculty Council again this fall. The communication effort will be continuous throughout the process. A website has been

developed for quick reference, and each school has been asked to provide a point of contact for communication information about integrated image. In addition, you have all joined the integrated image roundtable to share ideas and concerns about the policies and implementation.

When will the Centers get their signatures?

More than likely next semester. When Troy meets with you, the point of contact for integrated image at your school, you will be asked to generate a list of signatures for development this fall and then next semester. Centers which fall squarely inside your school and fit within the guidelines are welcomed to be included on your list of signatures to be developed. Interdisciplinary centers or multi-campus centers will be created next semester as rules and guidelines become established at Indiana University.

The next meeting will be held on November 14 at 1:30 (UC 115) and on the second Tuesday of the month throughout the semester. Anyone is welcomed to attend.