YRO Marketing and Promotions Workgroup
Minutes from January 24, 2002 Meeting

Present: Glasmire, Hall, Smith

Absent: Reed (excused), Welch (excused), Jimenez (excused), Favila, Diaz, Kilpatrick, Anderson, Harris

Glasmire chaired the meeting in the absence of Chair Reed.

Since attendance was sparse we focused on only two items – the review of the Summer Invitation to Register brochure and the department-specific information brochure (otherwise known as the “how to sheets”).

Glasmire shared the Summer Invitation to Register. Smith noted he really likes the concept and design of the images, but his first reaction was that it was something about the Olympics. Hall noted that three student assistants in Admission and Records were asked to look at the invitation independently and they all said that they thought it was something from the athletic department. Smith’s second reaction was that the image of the runner was “reversed” (i.e., the direction of the runner should follow the direction of the text and how one would view the runner from the stadium seats). He suggested that the image be reversed. We discussed how we could ensure that the message focused on Summer Semester 2002, while keeping the excellent theme and design components. Glasmire noted that, in the minutes of our last meeting (11/29/01), the group reached consensus on the design theme, but indicated that “a more prominent display of Summer Semester 2002” was important. Smith suggested that the font used for “finish strong” could be used to display “Summer Semester 2002” first with the “finish strong” statement after “Summer Semester 2002”. This might require a somewhat smaller size font so that that image isn’t compromised. Smith also suggested that “California State University, Sacramento” be moved to the opposite side. This would be more consistent with the reversal of the runner’s direction. Hall noted that this would also prevent the tab (to be applied by the mailing service) from covering up any part of the “California State University, Sacramento” identification. Glasmire will bring these issues to the attention of the design team before the final version of the invitation is produced.

We discussed how the department-specific information brochure could be designed (otherwise known as the “how to sheets”). Smith suggested that the format for the Invitation to Register could also be used as a “template” for academic departments who wish to promote their own course offerings. He suggested that the same image be used for the front of the brochure, move the “Four Easy Steps” page to the back of the brochure (where the mailing information is now) and leave the inside blank. The Summer 2002 web address would also need to be added to the back page. If this were pre-printed on paper that could be run through a “rissograph” (not sure if I spelled this correctly!), not the same paper stock used for the Invitation, then the department could print their specific summer course information and any other department-specific information on the inside of the brochure. Glasmire will contact Welch about this approach.

No further business was discussed. Next meeting is tentatively scheduled for February 28, 10:30-11:30 am. in Lassen 3008.

Meeting was adjourned at 10:50 am.