Long Range Planning Committee
Minutes
Feb 17, 2012

Call to Order: 2:00 pm by Chair Mike Dunn

Members Present: Mike Dunn, Mike Estep, James Heflin, Abbas Johari, Ali Soylu, Josh Lehman (guest speaker).

Minutes: Minutes taken at the previous Jan 20 committee meeting were considered. A motion to approve the minutes was made by James Heflin with a 2nd from Abbas Johari.

Old Business:
• A motion was passed at the Feb 10 Faculty Senate meeting. Provided two minutes air time, choice of content, very brief voice training session, and an audio monitoring service, Cameron faculty may record a segment for KCCU to inform the Lawton Community with information about college teaching, research findings and interests, or university, state, or global service works performed by Cameron faculty, staff, administration, and students.

New Business:
• The majority of the meeting was dedicated to discussion about the Cameron “brand” by Josh Lehman from Cameron Public Relations.
• Josh Lehman showed two main sets of the CU logo and also talked about the university seal. The seal was the logo prior to 2003. Then from 2003-to 2007 another logo was used. Athletic logos were developed in 2004. It is common for athletic departments to have logos independent of the university (also common for merchandising).
• Public Relations is in the process of developing a formalized standard guide for logo use (e.g., proportion and colors).
• Public Relations believes, that in the 11 county service radius, the current brand has made strong inroads for recruitment.
• In 2003, President Ross initiated the need for a Cameron “brand.”
• When businesses contact CU, wanting to use a logo, they generally are not particular about which logo is used.
• Mike Dunn inquired if there were positive or negative issues in tying the athletic brand to the university (e.g., if they lose).
• Josh Lehman mentioned that, win or lose, athletic departments still have brands. Bigger universities (e.g., OU, OSU) brands are tied in with collegiate licensing, where merchants pay licensing fees. However, CU is not associated with collegiate licensed logos.
Josh also mentioned that Public Relations is looking into redesign of the CU website, using local resources for the look and design. Currently, two fulltime designers are on the staff of Public Relations, both with Art bachelor degrees earned from CU. It is likely that the use of WebGUI will continue.

Abbas Johari inquired if Public Relations can ask local Wal-Marts about the placement of Cameron gear, such as by other universities offerings instead of by local high school gear. Josh Lehman said he would look into it.

Josh discussed school banners being merged down to a department level, with a central department graphic (where departments would provide input), but with a common CU theme, as this is a branding issue as well.

Proposed agenda items for the next meeting included looking at graduate programs, faculty retention, and faculty climate. Documents for the faculty retention and climate issues were provided by Abbas Johari in the current meeting.

Next Meeting: Proposed for Fri Mar 16, 2:00pm

Adjourned: At 3:00pm, Mike Estep made a motion to adjourn. This was seconded by James Heflin.

Respectfully submitted,
Mike Estep Ph.D.
Assistant Professor
Computing and Technology