



2) The department is hiring two graphic designers. If you know anyone who is interested, please encourage them to apply. Also, the pro-staff Design Coordinator position posting went live today.

## NEW BUSINESS

**a. Action: Student Recreation Center Branding Study**

**MOC 001 17/18** (Hill-m/Jakel-s) On a motion duly made and seconded, the Marketing & Outreach Committee approved sending a recommendation to the Board for the approval of management to enter into a contract for a Student Recreation Center Branding Study.

Hust informed the committee that Student Recreation Center is looking to hire an architect firm to complete a branding study to redesign and enhance the interior look of the SRC.

Hust yielded to Tapper to explain the proposal further.

Tapper explained that his goal is to breathe some life into Titan Recreation. Through a branding study, we will be able to look at Titan Recreation as a whole and see how we can improve the look, image, flow, and signage. The study will reveal to us the student flow patterns, what students see and what they want to see. The architect firm we would hire for the study would be one that specializes in recreation. This branding study would go along with goals one and three that were given to Dave Edwards by the Board of Directors. The goal of the branding study is to get a renovation plan for Titan Recreation to enhance the look of the building and make it a fun exciting place. In regards to a timeline, we are probably looking at a four to seven week plan. This would involve the firm having meetings with the Titan Recreation staff, the committee and student leaders as well as get feedback from current SRC users. In addition, open forums will also be scheduled for the campus community to participate in. At the end, the firm would present their results and provide different options with pricing for the renovation plan. In regards to budget impact, this branding study is not to exceed \$50,000 and costs would be covered from salary savings from the department's current year budget.

Tapper answered questions from the committee regarding feedback collection and pricing on proposed renovation plans. In addition, he stated the renovation timeline following the study would be scheduled in a way to minimize the impact on current building operations.

The committee moved into discussion.

Hill stated this is one of the most exciting current projects for the TSCBOT and he excited for the future change. He also stressed the importance of incorporating student feedback in the process.

Jakel suggested the study timeline should be moved up a little in order to try to gain as much student feedback as possible before the semester ends. Tapper stated feedback collection would be done in the early stages of the study and during the semester.

**MOC 001 17/18** MSC 5-0-0 The motion passed.

**b. Action: Elevator Vinyl**

**MOC 002 17/18** (Hill-m/Ayala-s) On a motion duly made and seconded, the Marketing & Outreach Committee approved sending a recommendation to the Board for the approval of the photography options for the elevator vinyl wrap.

Hust stated they took the committee's recommendations on the elevator vinyl designs and generated new design options for the committee to review and decide on to then send to the TSCBOT of approval.

Hust showed the committee the finalized text that would appear on each level well as the different angle/image options for the lower level and upper level. For the main level, the image of the 'TITANS' letters would be used.

Martin added that once an angle is decided on, the picture can be retaken to include students using the space or stage the space.

The committee discussed their options for the upper and lower level. Considerations included which image would serve best as way finding as well as which image showcased student spaces like study booths and study areas the best. For the upper level, the committee decided on the angle/image showcasing the student study area and booths. For the lower level, the committee decided on the angle/image showcasing the students study area, Starbucks and the grand staircase looking up to the main level.

The committee moved into discussion.

Jakel stated it would be a good idea to try and ask Starbucks if they can contribute financially for this. Hust said they could attempt talking to Starbucks but even if Starbucks doesn't contribute any money, the design would not change because Starbucks is part of the TSU and it is important to showcase it.

Jakel suggested retaking the 'TITANS' letter image to capture an image with better lighting. Martin said they can probably play with the colors a little to make it somewhat better because retaking the picture can take time.

**MOC 002 17/18** MSC 4-0-1 The motion passed.

**c. Action: Alternative Logo**

**MOC 003 17/18** (Hill-m/Ayala-s) On a motion duly made and seconded, the Marketing & Outreach Committee approved sending a recommendation to the Board for the approval of an alternative logo for shared TSU office spaces.

Hust informed the committee that the vinyl logo extensions have been placed on some of the offices but not all. For group spaces, we need to decide how those vinyl logo extensions should look like. This proposal provides an alternative logo for use in these types of shared spaces. This proposed logo has the ASI logo with a listing of the different groups or areas located in that space.

Hust yielded to Martin to explain the proposal further.

Martin explained that he and Wiley have been approached by groups with shared offices wanting to have their logo extension on their door. If we do that, then the design would not look clean because of the multiple logos. Instead we are asking to use this alternative logo in these areas that include the ASI secondary logo and in Bebas font, list the areas/groups in that office under that logo.

The committee moved into discussion.

Ayala asked if this alternative logo would be used on shared club office spaces. Martin said no, this alternative logo is only for shared ASI offices.

Jakel asked if the ADA signs would be removed from offices now that the vinyl would be installed. Hust responded no. Jakel asked what the financial impact was for the printing of these vinyl logos. Hust responded the vinyl is done in house.

**MOC 003 17/18** MSC 5-0-0 The motion passed.

**d. Discussion: Campus Banners**

Hust informed the committee there is a total of forty banners around the TSU:

- 20 Along Titan Walk
- 14 In front of the SRC
- 6 In front of the Atrium
- 4 Next to Claves Performing Arts Center/Titan Walk

The quotes from the last banner order in 2015 ranged from \$7,500 to about \$12,320.64 and for only using a couple of designs. Based on last meeting discussions, we talked about having one banner per college on Titan Walk. This would mean about 11 total designs which will very expensive. Hust asked the committee for their opinion and thoughts about continuing with the idea of having one banner representing each college on Titan Walk.

Martin added that currently there are forty banners with a total of four different designs. Cost was about \$13,000. We are hoping to get from the committee a plan A and plan B to start getting quotes. If the committee decides to move forward with representing each of the eight colleges, we might still consider talking to the BOD to see if they can reach out to each of the colleges and see if they are willing to help finance the project. Also, regardless of what we want to do, we will need to have the University approve our designs.

Both Hill and Ayala both agreed probably having a standard design and just a few different other designs might work. Hill also suggested making this something similar to an adopt a highway program where different departments or campus areas can help pay a banner.

Jakel suggested partnering with Athletics for the banners by the Titan Gym and the SRC.

Hust liked the idea of partnerships with Athletics and each of the colleges for this project and further discussion would be done on the topic at the next committee meeting.

**e. Discussion: Table Toppers**

By chair's discretion, without objections, this discussion item will re-appear on the next meeting's agenda as New Business due to time constraints.

**ROLL CALL VOTES**


	001	002	003
Ayala	Y	Y	Y
Dadabhoy	Absent		
Davis	Y	Y	Y
Hill	Y	Y	Y
Hust	Chair		
Jakel	Y	Abstain	Y
Wolfe	Y	Y	Y
<b>Results</b>	<b>5-0-0</b>	<b>4-0-1</b>	<b>5-0-0</b>

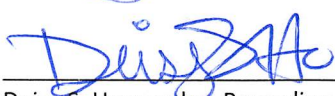
**ANNOUNCEMENTS/MEMBERS' PRIVILEGE**

Hill announced interviews to fill the TSCBOT Trustee vacancy were done today and he is hopeful they would be bringing a candidate forward to the TSCBOT meeting on 2/28/18. Also, he is working on an Irvine Campus visit tentatively scheduled for 3/16/18. If anyone is interested in joining the visit, please contact him.

**ADJOURNMENT**

The meeting adjourned at 2:30p.m.

  
Tori Hust, Chair

  
Deisy S. Hernandez, Recording Secretary

## Student Recreation Center Branding Study

**PRESENTED TO:** Marketing and Outreach Committee

**MEETING DATE:** Wednesday, February 21, 2018

**PRESENTED BY:** Aaron Tapper, Director, Titan Recreation

### **BACKGROUND**

The Student Recreation Center opened in April 2008 and has a color scheme that features green and beige. In addition, there are a lot of white walls and a lack of excitement inside the building. In the past year, we have started to incorporate more blue, orange and grey colors for a Cal State Fullerton look.

### **PROPOSAL**

Hire an architect firm to complete a branding study to redesign and enhance the interior look of the Student Recreation Center. List of deliverables to include a set of design plans, preliminary sign locations, circulation/wayfinding schematics and entire project cost estimates.

### **RATIONALE**

Hiring an architect firm will provide a professional review of the Student Recreation Center and provide guidance on how to improve the interior look. The company will also be well-versed in the current trends of interior designs of recreation centers.

### **IMPACT**

This study will develop a set of plans that Titan Recreation can implement in the future to enhance the interior look of the Student Recreation Center. It will provide a facelift for the building and will tie the building to the campus. It will provide a more exciting look and feel as students and members use the center.

### **BUDGET IMPACT**

Cost of the project to hire an architect firm is not to exceed \$50,000 and will be funded by Titan Recreation's current year budget savings.

### **IMPLEMENTATION TIMELINE**

Branding study will begin immediately and a final plan will be presented to the TSC Board of Trustees in April 2018. After the plan is approved, an implementation timeline will be established.

# BRANDING STUDY

Aaron Tapper

2/21/2018

Marketing & Outreach Committee

- ▶ Hire an architect firm to complete a branding study to redesign and enhance the interior look of the Student Recreation Center.
- ▶ List of deliverables to include a set of design plans, preliminary sign locations, circulation/wayfinding schematics and entire project cost estimates.
- ▶ Goal 3: Provide effective approaches to facility maintenance and improvement:
  - ▶ 3:2 Utilizing student feedback, redesign and enhance the interior look of the Rec Center, including submitting a renovation plan

# WHAT

- ▶ The Student Recreation Center opened in April 2008 and has a color scheme that features green and beige. In addition, there are a lot of white walls and a lack of excitement inside the building. In the past year, we have started to incorporate a more blue, orange and grey colors for a Cal State Fullerton look.

BACKGROUND

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the orange background.



- ▶ This study will develop a set of plans that Titan Recreation can implement in the future to enhance the interior look of the Student Recreation Center. It will provide a facelift for the building and will tie the building to the campus. It will provide a more exciting look and feel as students and members use the center.

IMPACT

▶ Week 1

- ▶ Kick-off & Discovery

▶ Week 2

- ▶ Envisioning/Planning Session

▶ Week 3

- ▶ Develop and present envisioning/planning results

▶ Week 4

- ▶ Present concepts & Ideas

▶ Week 5

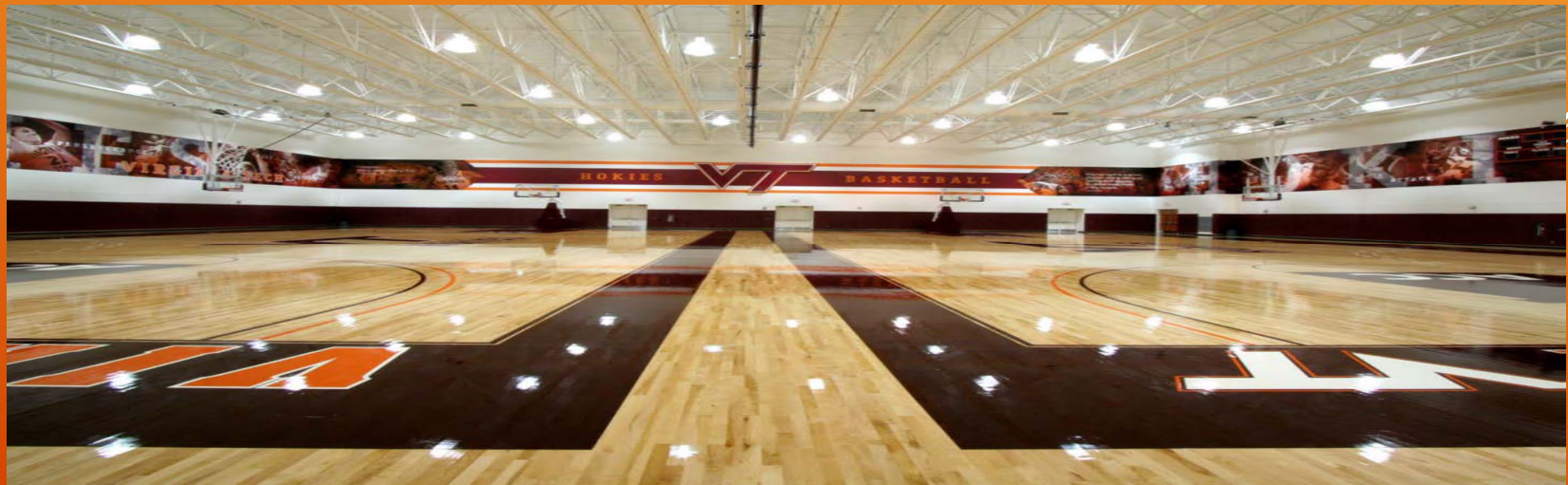
- ▶ Present revised concepts & Ideas

▶ Week 6

- ▶ Present final branding study with cost estimates

# SCHEDULE





Elevator Vinyl

**PRESENTED TO:** Titan Student Centers Board of Trustees – Marketing & Outreach Committee

**MEETING DATE:** Wednesday, February 21, 2018

**PRESENTED BY:** Tori Hust, TSCBOT Vice Chair  
Scott Martin, Marketing & Communications Associate Director

**BACKGROUND**

A TSU wayfinding campaign was initiated last year with the intent of helping patrons of the TSU more easily navigate their way around the building. The development and installation of a building directory on the exterior of the main elevator doors on each floor will contribute to the goals of the campaign.

**PROPOSAL**

Vote on and finalize the photographs that will be incorporated in the vinyl elevator directory located on each floor.

**RATIONALE**

As stated above, this project will further develop the TSU wayfinding campaign and improve the ease of building navigation.

**IMPACT**

It will make it easier for TSU patrons to navigate within the building and improve student access to ASI programs and services.

**BUDGET IMPACT**

Quoted estimate of cost is \$992.66. This will be funded by the Marketing, Communications, & Design departmental budget.

**IMPLEMENTATION TIMELINE**

Production and installation to occur following board approval. Expected completion date to be within the Spring 2018 semester but subject to change based on vendor availability.

# TSU Wayfinding

Elevator Information

VINYL - WHITE & ORANGE (CSUF COLORS) on Blue



## TITAN STUDENT UNION

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### MAIN LEVEL

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<b>UL</b> UPPER LEVEL	Accounting Administration Board of Directors Board of Trustees Boardroom Club Offices Dean of Students Executive Offices Human Resources Leader & Program Development Student Life & Leadership
<b>ML</b> MAIN LEVEL	Food Court Information & Services Meeting Rooms Titan Pride Center Titan Theater University Conference Center
<b>LL</b> LOWER LEVEL	Club Lockers Grand Stair Studio Marketing & Design Starbucks Titan Bowl & Billiards

# TSU Wayfinding - Main Level

Elevator Information - Wraps



# TSU Wayfinding - Upper Level

Elevator Information - Wraps





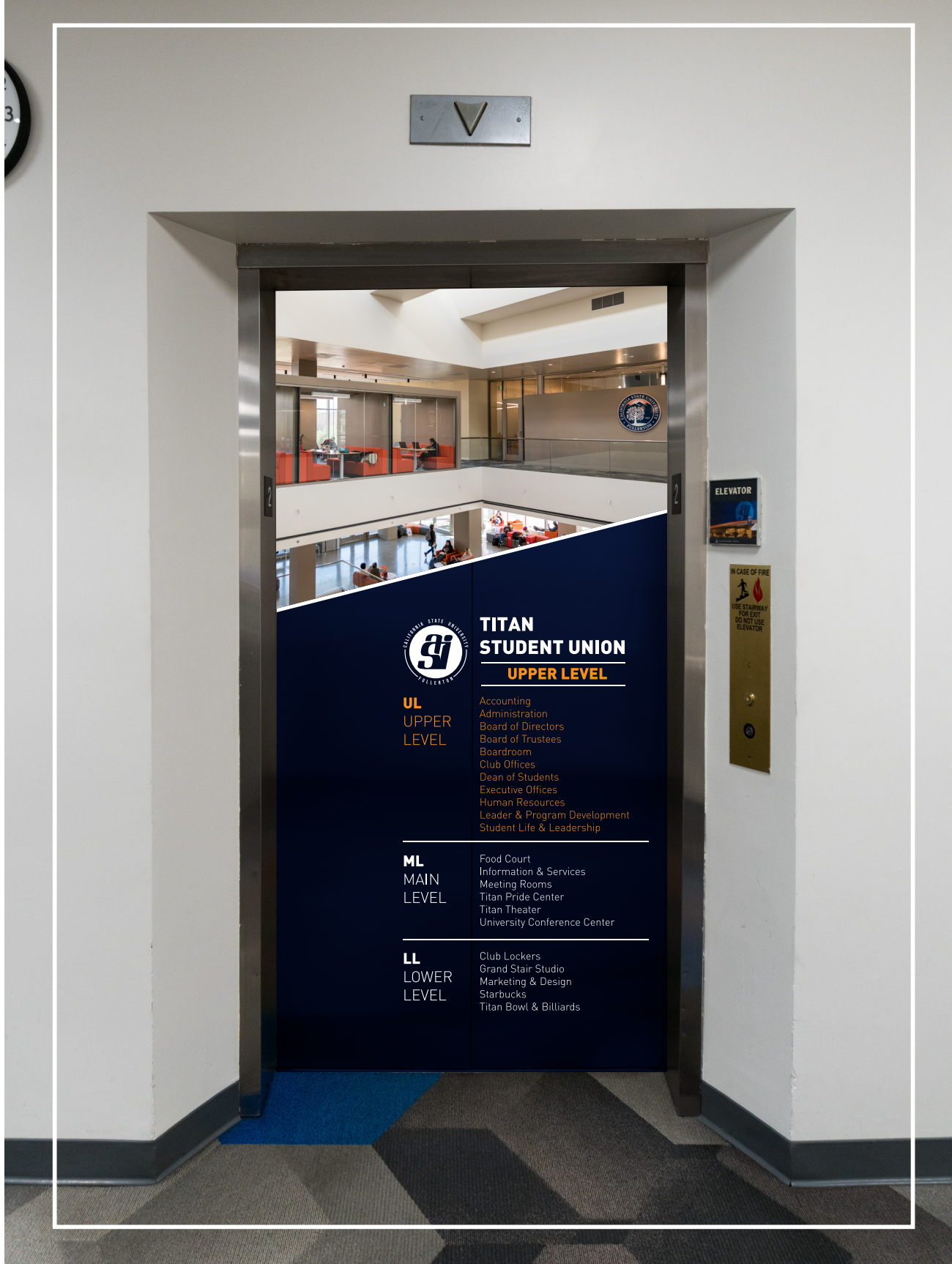
# TSU Wayfinding - Upper Level

Elevator Information - Wraps



# TSU Wayfinding - Upper Level

Elevator Information - Wraps



# TSU Wayfinding - Upper Level

Elevator Information - Wraps



# TSU Wayfinding Lower Level

Elevator Information - Wraps



# TSU Wayfinding Lower Level

Elevator Information - Wraps



# TSU Wayfinding Lower Level

Elevator Information - Wraps



Alternative Logo

**PRESENTED TO:** Titan Student Centers Board of Trustees – Marketing & Outreach Committee

**MEETING DATE:** Wednesday, February 21, 2018

**PRESENTED BY:** Tori Hust, TSCBOT Vice Chair  
Scott Martin, Marketing & Communications Associate Director

### **BACKGROUND**

A TSU wayfinding campaign was initiated last year with the intent of helping patrons of the TSU more easily navigate their way around the building. Vinyl logo extensions have been installed on some ASI offices and meeting rooms but some offices and meeting spaces do not have any identifying information.

### **PROPOSAL**

Vote on whether or not to use the secondary ASI logo (i.e., disc) on doors to office spaces that house more than one ASI program or service.

### **RATIONALE**

As stated above, this project will further develop the TSU wayfinding campaign and improve the ease of building navigation. The inclusion of the secondary ASI logo (with programming names below) on doors of shared spaces, will contribute to the goals of the campaign.

### **IMPACT**

It will make it easier for TSU patrons to navigate within the building and improve student access to ASI programs and services.

### **BUDGET IMPACT**

None. Vinyl printing and installation to be completed in-house by Marketing, Communications, & Design staff.

### **IMPLEMENTATION TIMELINE**

Production and installation to occur following board approval.



PRODUCTIONS  
STREET TEAM  
TITAN TUSK FORCE

UNIVERSITY CONFERENCE CENTER  
HOURS:

MON - THU  
8AM - 5:30PM  
FRI  
8AM - 5PM  
SAT & SUN  
CLOSED

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