

**The Nautical Yearbook Meeting Notes**  
**4:00 p.m. Friday, December 8, 2006**  
***Bell Tower Conference Room***

***Attended by:***

Lisa Breckenridge  
Shawn Mulchay  
Sara Parker  
Ronnie Sullivan  
Luke

1. Welcome
2. Updates
  - a. 2005-2006 “The Path of Excellence” - There are approximately 200 books remaining. Bookstore sales will cease at the end of the semester. January 22 will be the official launch date to market pre-sales for the 2006-2007 book.
  - b. New Publishing Company - Ventura Printing was awarded the bid for publishing the 2006-2007 book. With the theme of “Creating the Legacy” this 176 page full-color book will be available for purchase at \$55 each, which will include the cost of shipping the book to the student’s residence.
  - c. Software/Equipment Purchases – The following items have been purchased with the remaining IRA funds. See Attached.
    - Software Licenses for: Adobe Illustrator CS2, InDesign CS2 4.0, and Photoshop CS 2.9
    - Membership to the Associated Collegiate Press
    - 23 ½” x 35” Designer Tack & Write Combination Board
    - Maxtor 300 GB One Touch III External Hard Drive
    - Quartet Prestige Four-month Calendar 3’ x 4’
    - WACOM Pen Tablet
    - Paper shredder
    - Storage cabinet
    - Toner
    - HP Color Laserjet Printer
3. Cover Design – Art student, Taylor Marta, is working with Liz King to design the yearbook cover, which will likely feature the dolphin fountain or the Broome Library. The deadline for drafts of each is Dec. 22. The design will be used for all marketing materials, including brochures, postcard mailers, posters and flyers.
4. Yearbook Ladder - See attached
  - a. Photography update – Eric to provide a summary by the next meeting.

- b. Article update – Shawn will provide Mary with the new ladder with brief descriptions of each article that will be needed by Dec. 22. Ronnie will work with Shawn to assign stories and to keep track of any writers Mary might be able to locate.
- c. Design update – Tristan is on board as the layout editor. Shawn will continue to stay in contact with him.
- d. Deadlines/distribution – See attached

**Follow up:** need to determine how graduate and credential students will be pictured/featured. If there are no portraits, then perhaps we could profile a grad and/or credential student. We also talked about featuring off-campus life and corresponding subcultures that are characteristic of the CSUCI student population. Would also like to feature Prop D and funded projects.

- 5. Yearbook Marketing – Designs due Dec. 22; Print deadline: week of 1/9/07; Drop date: 1/12/07
  - a. Posters
  - b. Brochures
  - c. Mailers/Postcards
  - d. DVD handout (Multimedia): Deadline Dec 31, 2006
  - e. Social Networking (Myspace/Facebook)
  - f. Tabling – would like to purchase an 8” LCD monitor to display commercial on DVD.
  - g. Website – Through ASI, target date: posted the first week of February. Shawn will route content for approval prior to posting.
  
- 6. Business/ Advertising Revenue – See attached
  - a. ASI budget expense and Revenue
  - b. Advertising Materials/Prices/Levels
  
- 7. Recruitment
  - a. Brochures
  - b. English Classes
  - c. Newspaper/Yearbook union