

Vitalization Task Force
Workgroup #6 University Marketing and Branding

AGENDA
October 19, 2016

Lumpkin Hall 4015

- 9:00 a.m.
- I. Call to Order
 - II. Minutes from 10/14/2016
 - III. Discussion and Organization of workgroup recommendations
 - i. University organization/structure to perform marketing function
 - ii. Workflow (Hub)
 - iii. Awareness
 - iv. Brand Identity
 - IV. Open discussion
 - V. Adjournment