

Vitalization Task Force
Workgroup #6 University Marketing and Branding

AGENDA
October 26, 2016

Lumpkin Hall 4015

3:00 p.m.

- I. Call to Order
- II. Minutes from 10/19/2016
- 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