

Integrated Marketing and Communications Task Force

Wednesday, Dec. 6, 2006

Agenda

- I. Welcome and Introductions
- II. Update on Discovery Phase Interviews
- III. Presentation by Stein Communications on Web Site Survey
General Discussion of the College Web Site
Update on Content Management System
- IV. Review of Brand Manual Outline
- V. Discussion of Logos and Publications
Academic Brochures and Folders
- VI. Discussion of general marketing/branding issues
- VII. Next Meeting
Wed., Jan. 10, at 10 a.m., Stern Student Center Ballroom