



Consolidation Committee
Final Report



Committee Details
Date: 9/28/2016
Committee Name: OWG 41 Marketing
Committee Co-Chairs: Wendy Wilson ASU/ Cynthia George DSC
Functional Area: Media and Marketing
Functional Area Coordinator: Cynthia George

List the major tasks your committee will need to take to accomplish your deliverables. Please provide more details for the tasks leading up to the SACSCOC Prospectus development.

Major Tasks for Committee Tracker from Final Planning Document and Recommendations
Task: <i>Develop Rebranding Initiatives and Revised University Seal</i>
Recommendation and/or Action Taken:
Recommends maintaining the ASU brand architecture model (Core Academic Identities) and nomenclature; and developing and tailoring the brand to specific colleges.
Recommends that DSC’s brand become a part of ASU’s brand and will be incorporated into the new institutional visual identity.
Recommends that the newly consolidated university review graphic standards and implements institution wide.
Recommends maintaining the ASU Seal.
Task: <i>Create Integrated Public Relations Plan</i>
Recommendation and/or Action Taken:
Recommends that a comprehensive public relations plan be written for the new university.
Other/Final Comments (if any):