



**BOARD OF TRUSTEES
STUDY SESSION
TUESDAY, JUNE 17, 2014
2:45 PM**

**MINNESOTA STATE COLLEGES & UNIVERSITIES
McCORMICK ROOM, 4TH FLOOR
30 7TH STREET EAST
SAINT PAUL, MN**

Board of Trustees – Study Session
Chair Clarence Hightower

- Positioning Assessment and Brand Strategy Development Update

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
Agenda Item Summary Sheet**

Name: Board of Trustees Study Session

Date: June 17, 2014

Title: Positioning Assessment and Brand Strategy Development Update

Purpose (check one):

- | | | |
|---|---|---|
| <input type="checkbox"/> Proposed
New Policy or
Amendment to
Existing Policy | <input type="checkbox"/> Approvals
Required by
Policy | <input type="checkbox"/> Other
Approvals |
| <input type="checkbox"/> Monitoring /
Compliance | <input checked="" type="checkbox"/> Information | |

Brief Description:

The Board of Trustees will participate in a 45-minute study session related to positioning assessment and brand strategy development. The study session will review the current brand situation, project objectives and approach, actions taken to date, and the project plan. A handout of the presentation will be distributed to each Trustee's place prior to the study session.

Scheduled Presenter(s):

Earl Potter, President – St. Cloud State University
Mary Jacobson, Director of Marketing and Public Relations –
Anoka Ramsey Community College and Anoka Technical College
Carmen Shields, Interim Chief Communications Officer

**BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

INFORMATION ITEM
Board of Trustees Study Session Positioning Assessment and Brand Strategy Development Update

BACKGROUND

This study session was scheduled as a follow-up to discussions that began at last year's board retreat regarding branding. Handouts will be provided at the study session.