

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

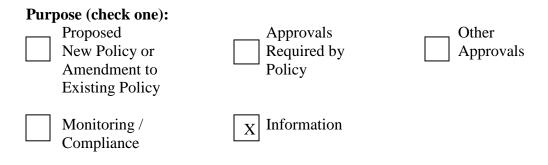
• Positioning Assessment and Brand Strategy Development Update

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



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.