## Committee Details

<table>
<thead>
<tr>
<th>Date:</th>
<th>June 1, 2015</th>
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<tbody>
<tr>
<td>Committee Name:</td>
<td>25.1 Marketing:</td>
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<tr>
<td>Committee Co-Chairs:</td>
<td>Don Hale and Barbara Obrentz</td>
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<tr>
<td>Functional Area:</td>
<td>Media and Marketing</td>
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<tr>
<td>Functional Area Coordinator:</td>
<td>Don Hale</td>
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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: Develop Rebranding Initiatives and Revised College Seal

**Recommendation and/or Action Taken:**

1. Follow the Georgia State brand architecture model (Core Academic Identities) and nomenclature utilizing the new college name once it is approved.

2. Determine sub-brand requirements for college entities as needed.

3. Recommends that the GPC’s brand will become part of Georgia State’s brand and as such will be incorporated into the Institutional Visual Identity.

4. Secure appropriate funding for signage revision to reflect the new college name.*

5. Retain current Georgia State University Seal as is.

### Create Integrated Public Relations Plan

- Move Public Relations Planning to Media Relations task.

* Without secure and time funding, this task may be delayed

### Other/Final Comments (if any):

NONE