

Brand Champion Meeting 2.21.14 Agenda

- Choose LSC new graphic
 - You also can choose “none”
- Brand Demeanor compilation form
 - Departmental Thoughts
 - Provide best example in each demeanor
 - Mark on outcomes in “communications” tab
 - ASCSU
 - Business Services
 - Campus Activities
 - Campus Life Cluster
 - Colab
 - CSU Bookstore
 - Dining Services
 - Executive Director’s Office
 - LSC Governing Board
 - Operations
 - SLiCE
 - SDPS Cluster
 - Turn in final demeanor worksheet for compilation
- Overall themes
 - Theme suggestions for internal communications:
 1. Adventure/Travel/Journey
 2. Five Star
 3. Basecamp
- Brainstorm components for your department’s section in the guidebook.
 - Examples of how themes will be used
 - Making simplified communications easier
 - Colab internal hiring process
 - Administrative Professional search process
 - Colab cheat sheet