BRAND DEVELOPMENT – Dr. Joseph Brennan

Dr. Brennan would like the University Council membership to review the Brand Development Project Overview document (also attached) prior to the meeting and be prepared to discuss your perspective on the following questions.

QUESTIONS FOR THE UNIVERSITY COUNCIL

- What are the 3-5 words that you would use to characterize the University’s brand (identity, reputation) today?
- What would you like those words to be in 3-5 years?
- What do you think is truly distinctive about this university?
- What one message (only one) do you want the world to know about UAlbany?