Brand Communications Plan Clayton State University

Phase One: Internal Focus

August	July	June	May	April
Hang New Campus Pole Banners with "Dreams. Made Real." Theme	Brand "Storybook"	Brainstorm with Brand Champions on Anticipated Internal Events	Gather "Dreams. Made Real" Stories, Photos, Videos	Meet with Campus Leaders and Groups to Spread Awareness of Brand Project
Utilize Internal Events to Promote Brand Themes such as Orientation, Faculty Planning, Campus Life	Continue Design Development of Priority Materials; Review Materials Matrix with Departments	Produce Special Campus Review Brand Edition for Faculty and Staff	Establish Website Resources for Brand Communications	Assemble Brand Champions Team and Share Brand Concept, Attributes, Messages
Involve Returning and New Students to Reinforce and Energize Brand Themes	Expand Brand Champions Network to Help Spread Brand Awareness in All Campus Units	Begin Design Development of Brand-Aligned Priority Materials	Refine Materials List for Colleges, Schools, Departments, Programs	Compile Materials Inventory and Create Priority Collaterals List
Increase Social Media Brand Traffic; Incorporate Brand Elements into Website	Edit/Refine Video Segments and Secure Additional Photography/Video as Needed	Identify Target Audiences for External Launch; Propose Additional Outreach Opportunities	Plan Design Matrix for Campus Materials to Support Brand Messaging	Recruit Student, Faculty, and Staff Story Corps
Finalize plans for External Launch	Order Brand Theme T-Shirts and Other Items for Internal Events; Identify Funding Source	Dedicate Cover Story in Fall Laker Connection to Brand Initiative	Include Brand Topic in Marketing and Advertising Committee Meeting; Review External Media Alternatives	Gather "Dreams. Made Real" Stories, Photos, Videos