

AGENDA ITEM 5-C

FAYETTEVILLE STATE UNIVERSITY EXECUTIVE SUMMARY Board of Trustees

BOARD MEETING DATE: March 24, 2011

COMMITTEE: Institutional Advancement

SUBJECT: Marketing/Branding Initiative

BACKGROUND: Mr. Arthur G. Affleck, Vice Chancellor for Institutional Advancement, will provide the results of our integrated marketing/branding initiative.

MOTION: N/A

Supporting document included: N/A

Reviewed by: N/A

Date:

Prepared by: Arthur G. Affleck
Vice Chancellor for Institutional Advancement

Date: 3/15/2011