



*successful alumni within their field; as well as a variety of external constituents with short- or long-term relationships with CSUCI.*

c.

*To remain competitive in higher education, particularly within the CSU, as well as adjusting to changing times and it is vital that the University continue to evaluate its brand every four to five years and collect new market research. Ongoing market research*

*academic identity, post-graduate outcomes, and overall brand, has influenced positive student enrollment growth, donor fundraising, and overall perception of the University, and make adjustments to preserve a positive brand amongst all constituents.*

3. Other:

*Simultaneous work is also underway to complete a web audit and refresh/redesign of the website as part of the overall IMC plan. The web audit/refresh project is being led by Information Technology Services and Enrollment Management & Marketing. This web work is also vital to the overall branding and success of the IMC plan implementation.*

B. Budget.

Budget Report.