- successful alumni within their field; as well as a variety of external constituents with short- or long-term relationships with CSUCI.
- c. Based on what you experienced and learned through this initiative in 2022-23, what are your recommendations specifically relative to the value of, ongoing need for, and/or necessary revisions to this initiative, going forward? To remain competitive in higher education, particularly within the CSU, as well as adjusting to changing times and t 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: Is there anything else about this initiative that you would like to add? (e.g., Have new questions or opportunities come up through your experience in leading this initiative?)

 Simultaneous work is also underway to complete a web audit and refresh/redesign of the

 U te 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.

1. Budget Report. Provide a summary of the categories by which funds were spent, the amount spent per category, and anticipated balances as of 4/28/2023 and 6/30/2023. For example:

IEAP Initiative Number and Title