



# INTEGRATED MARKETING COMMUNICATIONS

## BRAND ADVANCEMENT



### PRIORITIES

- Searches
  - + Writer – Editor
  - ✓ Art Director
  - + Designer
- Budget
  - Ops
  - Initiative Funding
- Graphic ID Guidelines
- Staff Retreat — July 10
- Tech Audit
- PIO Face 2 Face — August 08
- RFP
  - Graphic Design
  - Brand Dev.

### BUDGET

- Salaries
- Magazine
- Media Buying
- Graphic ID (interim)
- Web
  - Internet
  - Intranet / Extranet
  - CMS Training
  - Budget

