

REBRAND!?

Justification:

- **Brand lifespan** (7-15ish years)
 - o 2019 will be 14 years.
- **Buy in** (or lack-thereof)
 - o Current brand – good recognition, little internal buy-in.
- **Timing** (2019 is our 50-year celebration!)

Cost:

- **Consultant** (\$50,000 after travel)
 - o Can cover this with marketing \$ if we cannibalize some advertising expenditures.
- **Replacing all signs, billboards, wraps, stationary, etc.**
 - o (Unknown – rough guess in the area of \$75K)
 - o Would need a one-time allocation to cover this.

Timeline:

- **NOW!** (begin RFP for consultant)
- **Spring 2017** (Data collected, plan set.)
- **Spring 2018** (Develop all new visuals, message, etc.)
- **Spring 2019** (Set things in motion for fall launch.)
- **Spring 2020** (50th commencement ceremony!)