



"AS Branding Guide"

Proposed Motions: *Remove the time requirement on motion ASB-13-S-48, passed by the Board of Directors June 6th [Table approval of the AS Branding Guide for the 2013-2014 AS Board to vote on no later than the first meeting in September. Passed]*

Sponsor: *Carly Roberts*

Persons of Contact: *Mason Luvera*

Date: *August 14, 2013*

Rationale of Proposal

There is not adequate time to finish this project before the first September meeting of the Board of Directors. Concerns raised at the time of the decision have proven to be valid. In order to have a well thought out, quality plan, more time is needed.

Background & Context

From the June 6, 2013 minutes:

Roberts said that this guide is not complete enough to come to the Board and there is not time to finish it before the end of the quarter. They are hoping to pass this sometime before the end of summer. Le wants to think about how to hold the people they supervise more accountable. Roberts felt that since this was an institutional goal and had been seen at a work session, the tabling of it might need to be passed, but would like to have a longer timeline. Glemaker thinks that they should officially approve this. Stickney thinks it would be important to have the guide approved before fall training. Celis thought that they were close with the Branding Guide and feels that this is a realistic timeline. Roberts said it isn't in as good of shape as they would think it had been. The new Board would need to be trained thoroughly before they are in a place to offer informed suggestions. Celis said that they are taking out a large portion of the branding guide with the promotional guidelines. He feels confident they can get it done. Glemaker said that there is time for this Board to make more comments.