President’s Report

Faculty Senate

09-23-10

* I hope you are able to attend the Presidential Inauguration events next week, and if not the investiture itself on Friday, the faculty and student presentations on Thursday and the picnic and ice cream social at noon on Friday. This event will hopefully be about the University, and your attendance at one or more of the events will help to make this a better event for the campus community. Thanks in advance.
* Administrative Council considered a variety of marketing, imaging and branding themes at its Wednesday meeting. These phrases are more “punctuation points,” that may end or begin a wide array of institutional messages. To be successful, such themes must resonate with a campus (so that they are repeated by others not in marketing per se). [Professor Keebler’s comments after the last Senate meeting were quite helpful in framing some of this discussion].. The starting phrases included:
  + Clayton: The Green University of Metro Atlanta
  + Peaceful Park Setting; Powerful Atlanta Partnerships
  + Lakes, Laughter, and Learning: Clayton State University
  + “Find your partners for learning here”
  + “Our garden; your growth”
  + “Learn today; create tomorrow”
  + “Next to Atlanta; at the start of your future”
  + Paths to excellence, partners to success emerged in discussions

Senators will hopefully help engage their departments in these discussions to provide material for the work of the branding group, headed by VP Stephens. Comments or reaction may be sent to [stevestephens@clayton.edu](mailto:stevestephens@clayton.edu) with the subject line brand.

* The Pappas group will be conducting additional focus groups next week. If you have been asked to participate, please do so and help us frame future institutional directions.