

CENTRAL MICHIGAN UNIVERSITY CHAPTER 13
MANUAL OF BOARD OF TRUSTEES
POLICIES, PRACTICES AND REGULATIONS PAGE 13-21

SUBJECT: UNIFIED BRAND AND MARKETING

The Board of Trustees supports the elevation, advancement, and protection of the university's brand and reputation. The Board further supports efforts of University Communications to develop and implement a university-wide, unified, coordinated, and cohesive branding and marketing strategy.