

**IMCC Steering Committee agenda
May 26, 2011**

1. Review draft Brand Platform Development (Timeline)
 - a. Will go to Cabinet on May 31

2. Review brand promise drafts by:
 - a. Student – Sally/Katie
 - b. Faculty/staff – Tamrya
 - c. Alumni – Shirley/Peter
 - d. Region – Paul
 - e. Business/Educational Partners – Phil

3. Review key attributes from Strategic Plan - Bill

4. Need focus groups for June

5. Need design students – summer work
 - a. Others on campus interested?

6. Q-As
 - a. Started. Need someone to continue