



Consolidation Committee
Final Report



Committee Details

Date: Tuesday, June 14, 2016

Committee Name: Operational Working Group 43: Publications and Collaterals

Committee Co-Chairs: LaNedra Carroll and Jenny Collins

Functional Area: Media and Marketing

Functional Area Coordinator: Cynthia George

List the major tasks your committee will need to take to accomplish your deliverables. Please provide more details for the tasks leading up to the SACSCOC Prospectus development.

Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: Production of internal and external promotional materials

Recommendation and/or Action Taken:

It is the recommendation of the Publication & Collaterals Operational Working Group to consolidate production of internal and external publications and collaterals for the new Albany State University.

Other/Final Comments (if any):

After reviewing and evaluating the current internal and external publications and collaterals, the Operational Working Group unanimously agreed that a consolidated publications operation will provide an opportunity to concisely share the mission, vision, and information regarding the new university, while allowing us to continue producing a myriad of first-rate collaterals.