Agenda
BUCCS 10
Linking Branding to the Core

Goals for Today

Identify and Discuss:
⊙ What are the distinctive things that are Bradley?
⊙ Have we built them into the Core?

Steps

Play “Whose Tag Line is it Anyway?”

Create top ten list of tag lines
   ✓ What do we want Bradley’s tag lines to be by 2010?

Relate to BU’s core education
   □ Where does the core support the top 10 list
   □ Where would we need to make some changes