

ASNMU

2013-14

REBRAND - REVISIT - REBUILD

Being Seen as a Respected and Reliable resource – How to Rebrand?

- Message Unity
- Immersion
- Development
- Follow Through
- Follow Up
- Attention to talent

FEEDBACK LOOP

Communication “Hot Spots”

Establish A Face

Revisit the Core of ASNMU

SUMMER 2013

Hitting the
ground Running
come Fall!

- E – Board Commits
- Freshmen Orientation
- Transfer Orientation
- Reconnect
- Beautification
- Fall Fest
- Calendar
- Bike Share
- Bylaws /Working Policies

2013-14
Program
Development

Realistic

Well Received

Established Elsewhere

NEW to NMU

- Breast Cancer Awareness
- Best Foot Forward
- Nutrition Outreach
- Night Out with ASNMU
- Student Org Talent Bank
- Real Time Forums
- Student to Student Book Swap
- Sustainable Exchange

Leadership as a Lighthouse

- Ongoing training and Education
- Local & National Level
- Presence in committees
- Adaptability
- Energy
- Immerse the Rep – Empower the Wildcat

The background of the slide features a series of vertical lines in various shades of blue and grey, creating a textured, rain-like effect. These lines are of varying heights and thicknesses, some appearing as thin streaks and others as thicker, more prominent bands. The overall color palette is muted and professional.

THANK YOU

ASNMU Looks Forward to a Brilliant and Productive 2013-14