**National Certified Public Manager® Consortium**

**Goal Teams/Committees Report**

**Marketing and Branding**

**2015 Mid-Year Meeting**

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| Goal Team/Committee *(please list Leader/s and Members*):  Ben Green (Committee Chair)  Committee Members: Howard Balanoff, Kathleen Beaumont, Terri Callahan, Ann Cotten, Mary Hamilton, Shondra Houseworth, Mary Lovegrove, Tonya Neaves, Kathleen Parker, Jan Sims, Tom Scott, and Hector Zelaya |
| Priorities for \_\_­2015\_\_\_\_\_ *(Year):*   1. Define the brand message for the CPM Consortium 2. Develop a new logo for the CPM Consortium 3. Develop a new website CPM Consortium |
| Accomplishments of Goal Team/Committee to date:   1. Identified how the team will go about getting a new logo designed. 2. Developed and implemented an internal branding survey |
| Progress on Current Projects:   1. Branding self-assessment: Survey has been designed and implemented. 2. Kathleen Beaumont has completed work on researching how to run a logo design contest. 3. The team is in agreement about using a logo design contest site. |
| Plans for next 6 months *(including timelines):*   1. Analyze results of branding survey. 2. Develop a branding message for use in the design of the new logo 3. Run logo design contest 4. Select new logo 5. Determine who will design new website. |
| Resources requested or assistance/support needed from Administrator:   1. Assistance with contracting with the selected online logo design contest site(s). |
| Items requiring action by the Executive Council/Board at the 2015 Mid-Year Meeting:   1. The team will need budget authority to run the logo design contest. We should plan to pay $500 - $1,000 for the winning design and versions of the image that are suitable for a webpage, letterhead, Twitter and Facebook icons, etc. |