

Goal / Strategy	Goal	Strategy	Status	Progress	Challenges	Collaboration	Next Steps	Investments	Submitter Name
1.a.		Determine the current level of brand awareness and recognition among internal and external constituents and utilize that information to identify opportunities for improved branding	Completed	In the Spring and Summer of 2023, SimpsonScarborough, a national leader in higher education market research, conducted a comprehensive branding study. This research thoroughly assessed current brand awareness and perce					

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4.a.		Install branded, way-finding signage to demarcate main campus entryways, walkways, and building interiors and exteriors	No Update Provided	No Update Provided	No Update Provided	No Updated Provided	No Update Provided	No Update Provided	No Update Provided
4.b.		Enhance campus aesthetics and safety with lighting and projections	In progress, but behind schedule	In FY23 and FY24, the University Libraries invested close to \$240,000 of its b					