



All-Campus Partner Meeting

Thursday, August 25, 2022

1:00 to 2:30 pm (ET)

Via Zoom: [Register Here for Link and Calendar Hold](#)

AGENDA

- 1) Welcome and Warm Up
- 2) Housekeeping: Grant and Data Sharing Agreements
- 3) Year Ahead: Working Teams Assignments and Calendar Overview
- 4) Sharing the Story and Positioning the Kessler Scholars Program on your Campus
 - a) *Building the Kessler Scholars Brand: Goals, Approach, Results*
 - John Lofy, Executive Director, Marketing and Communications, University of Michigan, College of Literature, Science, and the Arts
 - b) *Adapting Core Brand Elements in Different Institutional Contexts*
 - Shannon Feeney Andre, Executive Director of Communications, Syracuse University
 - Amy Gaulke, Executive Director of Communications and Marketing, Cornell University
 - c) *Next Steps at Your Institution? Working Team breakouts to review:*
 - How will you introduce (or, how have you introduced) the Kessler Scholars Program to campus stakeholders?
 - What do you need to support or extend awareness of the Kessler Scholars Program to campus stakeholders and to prospective and returning students? (Branded merchandise, recruitment/application materials, press releases, etc.)
- 5) Share-out, Questions, and Close