

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