

Stakeholder Groups

Template Key
 P - Propose
 A - Approve (moves to the next level)
 I - Provide Input
 D - Decide (final approval)--shade in box in red
 N - Notify

Board	President	Chair(s)	Applicable Dean(s)	Faculty Assembly	Select Faculty	VP for Strategy & Communications	Leadership Team	Appropriate Director(s) or Manager(s)	Marketing/Comm Team	Staff Assembly	Student Assembly	Select Students	Supervisor
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MARKETING & COMMUNICATIONS

Print Materials	P	P	P	P	P	P	P/I*/A*	P	D	A	P		P
Website Content	P	P	N/P/I*	P	P	P	P/I*/A*	P/N*	I/A	A	P	P	P
Advertising/Communications Strategy	N	N	N	N		N	I/A	N		D			I
Social media strategy	N	N	N	N		N		N		D			I
Press releases	P	P /A*/I*	P	P	P	P	P/I*/A*	P/N/I*/A*	A	D	P	P	P
Brand guidelines adjustments		N/I*	N*/I*	N*/I*			P/I*/A*	N/I*		D			N/I*
Sponsorships (paid out of Marketing budget)	P	I/P/A*	P/I	P/I/A*	P	P	P/I*/A*	P/I*/A*	A	D	P	P	P

Notes:

**indicates as needed/applicable*

Please shade any D boxes in red for ease in identifying the final decision owner.

