						Stal	keholder G	roups						
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	Chairles	Applicable	E Deanis)	Septembry Select Fold	AP FOT CO	ateer de stions	Appropriate Approp	ate directorish of the tree of	Storm Team	Student P	See to A	Superisc
MARKETING & COMMUNICATIONS														
Print Materials	Р	Р	Р	Р	Р	Р	P/I*/A*	Р	D	А	Р	Р	Р	Р
Website Content	Р	Р	N/P/I*	P	P	Р	P/I*/A*	P/N*	I/A	A	P	P	P	D/A
Advertising/Communications Strategy	N	N	N	N		N	I/A	N	,	D				T I
Social media strategy	N	N	N	N		N		N		D		1		1
Press releases	p	P /A*/I*	p	P	p	D	P/I*/A*	P/N/I*/A*	Δ	D	p	P	D	A*/P
Brand guidelines adjustments	<del>-  </del>	N/I*	N*/I*	N*/I*	•		P/I*/A*	N/I*	^	D	<u>'</u>	-	ı .	N/I*
Sponsorships (paid out of Marketing budget)	Р		P/I	P/I/A*	Р	Р	P/I*/A*		A	D	Р	Р	Р	P/I/A*

## Notes:

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

<sup>\*</sup>indicates as needed/applicable

51 Other	Let Let and Patril Market Mark										
	Creative requests must include final delivery date, content or a scheduled meeting to discuss project goals. Input and approval will be on a project by project basis but appropriate director/VP would be decision maker.										
	Input and approval would be on a project by project basis depending on who the content is coming from.										
A/I*	Marketing & Communications reserves the right to accept or deny proposals based on best practices and other information.										
	*This is for making changes to the current brand guidelines, not reimaging the brand										