

[WMU Home](#) > [About WMU](#) > [WMU News](#)



Open forums offer updates on branding initiative

April 27, 2007

KALAMAZOO--Two open forums have been scheduled in May to give members of the Western Michigan University campus community a briefing on the branding work accomplished to date.

The forums are set for 3 to 5 p.m. Wednesday, May 2, and from 11 a.m. to 1 p.m. Monday, May 7. Both will take place in Schneider Hall's Brown Auditorium

Each meeting will feature a presentation on the research conducted on behalf of WMU by SimpsonScarborough, a national firm engaged by the University to assist with a WMU branding initiative. Those attending will then review a positioning option that has grown out of the research, the work done by a campuswide Marketing Implementation Team, and discussions involving senior leadership and academic deans.

Greg Rosine, senior vice president for advancement and legislative affairs, is leading the campus branding initiative and will lead the discussions. C.T. Turner of SimpsonScarborough will present the research findings and serve as a resource during the discussions.

The research presented at the meeting was done last fall. The data that will be shown represents the views of important University constituent groups, including current and prospective students, parents, alumni, and faculty and staff.

Media contact: Cheryl Roland, (269) 387-8400,
cheryl.roland@wmich.edu

WMU News
Office of University Relations
Western Michigan University
1903 W Michigan Ave
Kalamazoo MI 49008-5433 USA
(269) 387-8400
www.wmich.edu/wmu/news