

Regents' Laws and Policies Review TRIAGE FORM

Reviewer: Ken McConnellogue	Functional Area: University Communications
Regent Law or Policy: 14-B: Use of University's Name in Advertising	
Proposed Action: <input checked="" type="checkbox"/> KEEP <input type="checkbox"/> ELIMINATE <input type="checkbox"/> As is... <input type="checkbox"/> Cleanup Only <input checked="" type="checkbox"/> Revise <input type="checkbox"/> Consolidate w/ _____ <input type="checkbox"/> Move to _____ <input type="checkbox"/> Other: _____	
Reason for Proposed Action: To clarify that the policy includes university marks as well as university name in advertising and marketing with external entities.	
Who needs to be engaged in this action? University Brand Identity Standards Board; University Communications Group (VCs); Intercollegiate Athletics	
Other Comments/Feedback: Would this fit better with branding?	