

Indiana State University

2006 - 2007 Administrative Annual Report

Public Affairs

Vision Statement

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The following is your vision statement loaded from previous submissions. Some administrative units, but not all, may wish to revise their vision statements based on the direction of the University toward pre-eminence. If this pertains to you, then please make changes in the box below:

The Office of Communications and Marketing strives to present a consistent brand identity for Indiana State University by integrating all methods of communicating to its various constituents. Using a brand management system, Communications and Marketing will provide the tools and information campus units need to promote their programs and activities. All communications from the University will support the institution's unique brand and deliver its key messages resulting in greater awareness and an enhanced image of Indiana State University to its key stakeholders as well as the public. This will ultimately result in a positive impact on fund-raising, student recruitment, and alumni relations.