

B O L D

Antioch

FUTURE

University

INITIATIVE

Antioch University **Bold Future Initiative**
Leadership Council Joint Statement 26 January 2009

BOLD

Chancellor Toni Murdock has commissioned the Antioch University Bold Future Initiative to develop a comprehensive brand that **will establish a compelling and distinctive position** for the University that will benefit not only the University but each of its campuses and programs. Funded by the Pierson-Lovelace Foundation, as part of its generous and continuing investment in the future of the university, the Initiative will incorporate input from all university constituencies into its deliberative and decision making processes.

The Initiative promises a forward-looking brand and identity for the university that draws upon its rich history and vital mission, and projects both into the future. Common visual and design elements will emerge to represent the outcomes of this Initiative. There will also be significant latitude for individual units of the university to retain local expression of their particular region, culture, etc.

A representative university-wide Task Force, named on the following page, has been appointed to facilitate the work of the Initiative. Details will follow soon about the work of the Task Force, the timeline and expected outcomes of the Initiative, and the process to be followed.

We, the University Leadership Council, understand the need for university-wide branding to unify and advance our institution if we are to realize our full potential. We fully support the Antioch University Bold Future Initiative, and the work of the Task Force to realize its goals. We believe that Antioch University and all of its component programs, campuses and other units will benefit enormously from this effort on our collective behalf. We encourage the full and enthusiastic participation of the entire university community in this dynamic process.

Signed, the Antioch University Leadership Council (ULC), January 2009



Laurien Alexandre
Vice Chancellor Academic Affairs
& Director PhD Program in Leadership & Change



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Antioch University Bold Future Initiative Task Force Members

Elizabeth Belle Isle	Director of Communications, ANE
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Rye Capron	AU Web Developer
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Steve Guerriero	VP / Academic Affairs, ANE / ALG
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Deena Kent-Hummel	Chief of Staff/ AUM
Neal King (Co-Chair)	President, AULA / ULC
Toni Murdock	Chancellor
Kristine Schwarz	Core Faculty, AUSB
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