



Group4-Shared Docs



Group 4

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SE PDP - Action Plan Logic Model - B&G Friday - Team 4 - Jan 2012.pdf

Enabled: Statistics Tracking



SE PDP - Action Plan Logic Model - Mascot - Team 4 - Jan 2012.pptx

Enabled: Statistics Tracking

1 **OBJECTIVE: ENHANCE BLUE & GOLD DAY**

Team 4 – Logic Model Presentation
January 2012

2 **RESOURCES**

- Readily Available Inventory (shirts, flags, & other symbolic items)
- Communication of event
- Incentive
- Marketing Staff (or cross-functional team).
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3 **ACTIVITIES**

- Generate Strategy for enhancing B&G Days. Example: President Minks hands out shirts across campus on B & G Days. This could be expanded to the community and partner businesses.
- Include Faculty, Staff, & Students in the design of the strategy.
- Include advancement, special events, & others offices as well.

4 **OUTPUTS**

- Clearly Communicated Plan for enhanced Blue & Gold days. May need to add the days as an overlay to the university calendar that is in development.
- Enhanced partnership between college and community (both internal and external).
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5 **OUTCOMES**

- Simple observation that everyone is wearing blue and gold.
- Blue & Gold day encouraged in the community.

6 **IMPACT**

- Attitude of support fostered toward Southeastern.
- Creates Interest
- Creates Cohesion between different constitutes groups.
- Instills sense of PRIDE.
- Enhances IDENTITY.
- Encourages TRADITION.
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OBJECTIVE: ESTABLISH MASCOT

**Team 4 – Logic Model
Presentation
January 2012**



RESOURCES

- **Funding**
- **Executive Leadership**
- **Marketing Staff (or cross-functional team).**

ACTIVITIES

- **Establish committee or cross-functional team charged with specific task.**
- **Consider engaging external marketing firm for assistance with the project.**
- **Consider incentives to solicit input (Ex: Scholarships to students).**
- **Include External Constituents**

OUTPUTS

- Mascot Recommendation(s)

OR

- Plan for Recommendation

OUTCOMES

- **Visible Southeastern Mascot**
- **Enhanced Identity**
- **Solves Identity Dilemma of (past, present, and future).**



IMPACT

- **Creates Awareness**
 - **Supports the Identity and Mission of the University**
 - **Fosters Cohesiveness in the Community**
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