

## **President's Branding Committee members**

Barbara O'Connor	Chair of the Committee, Communication Studies Professor
Frank Whitlatch	Staff to Committee Interim Assoc. VP, Public Affairs
Matthew Altier	Vice President, Facilities Development and Executive Director of University Enterprises
Stan Atkinson	Community rep and Former Local News Anchor
Karen Bakula	Past Alumni Association President, owner of PR Firm
Cindy Collins	Staff Representative
Deanne Frost	Student Representative
Susan Gonzales	Head of Comcast Public Affairs
Phil Hitchcock	Chair of the School of the Arts
Cristy Jensen	Chair of the Faculty Senate
Mike Lee	Assistant to the President and Marketing Professor
Bill Macriss	Associate Athletics Director
Deb Pacyna	Community Representative with Fleishman Hilliard
Joseph Sheley	Dean, College of Social Sciences and Interdisciplinary Studies and Interim Director of the Alumni Association
Gail Tom	Professor of Marketing
Victoria Valle	Associate Vice President, Enrollment Services
Loretta Walker	Head of SBC Public Affairs