



MEMORANDUM

TO: **Marcy Maloney**
ASI Executive Director

DATE: April 17, 2017

FROM: **Kaelan Sobouti**
Chair, UUAB 2016-17

COPIES: UUAB
L. Lee
K. Pasillas

SUBJECT: Approval of ASI Branding Statements

UUAB recommends the implementation and integration of the newly revised ASI Branding Statements. It is evident as student representatives that many students lack the connection to ASI that it claims to have. UUAB believes the revisions of the branding statements is a great step to connect students to ASI and effectively defines ASI's role in a student's education.

Attachments

ASI Branding Statements