MEMORANDUM

TO: Marcy Maloney  
ASI Executive Director

FROM: Kaelan Sobouti  
Chair, UUAB 2016-17

DATE: April 17, 2017

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