

## **Marketing and Branding Workstream**

### *September 2024 Report*

The Marketing and Branding Workstream did not meet in September. Our first meeting is scheduled for Wednesday, October 2.

However, work during the month included:

- Conducting an inventory of prospective student materials that fundamentally express the TSE mission.
- Exploring and defining key themes of the TSE, which can be tailored as marketing messages for various audiences.
- Developing the framework for a marketing plan based on specific goals tied to our deliverable.