The Purpose of Branding

Identity / Identification – Who Are You?

Distinction from Comparable Entities – What Makes You Unique?

Influence / Reinforce Perception – What Do People Think Of You?

Target / Address a Chosen Audience – Who Should Know, and What Will Make The Strongest Impact on Them?
Branding is Sensory Reinforcement of Mission/Vision

Logo/Shape/Graphic/Color

Visual Presentation

(Tagline/Jingle/Theme)
Who Is The Audience?

Public

Stakeholders – Internal & External
SREB Go Alliance & CACG Network Joint Meeting
CACG Branding for Advocacy & Support

Internal

K-12 Professionals
UNC General Administration
16 Projects
Community Organizations
U.S. Department of Education
NC Independent Colleges & Universities
3 Projects

External

Postsecondary Professionals
NC Community College System
7 Projects
National Media
National Education Community
Other Education Agencies
Local Media
National Legislators & Policymakers

Beyond

NC State Education Assistance Authority
5 Projects
Education Vendors & Subcontractors
Community Organizations
Beyond CACG in Other States
K-12 Professionals
CACG Brand Identity

National Status / Authority
Accessibility / Diversity / Inclusion
Education / Empowerment
Intelligent / Data-Driven
Innovation
Indispensability!

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November 30, 2011 - NATHAN KOTECKI

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Logo
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Logo

North Carolina College Access Challenge Grant
Visual Presentation - Font

How many times have you read this sentence today?

How many times have you read this sentence today?

**Franklin Gothic Heavy**

**Franklin Gothic Demi Condensed**

**Franklin Gothic Book**

**Palatino Linotype / Palatino Linotype Italic**
Visual Presentation - Style

Primary titles: Franklin Gothic Heavy (24)
Secondary Titles: Franklin Gothic Demi Condensed (18)

Intro/Overview: Palatino Linotype Italic (12)

Primary Subject Headers: Franklin Gothic Demi Condensed (14)
Secondary Subject Headers: Franklin Gothic Book (14)

General Text: Palatino Linotype (10)
Applications

Nathan Kotecki
Program Services Manager
919 843-9100

University of North Carolina General Administration
Center for School Leadership Development
140 Friday Center Dr, Rm 251
Campus Box 9000
Chapel Hill NC 27517-9495
Applications

1. Enhance the electronic high school transcript system on CFNC.org

$176,000

Measurable Outcomes:

1. Decrease actual delivery times of CFNC.org/electronic high school transcripts from 2-5 business days to 1-2 minutes.

During Q1, the activities that took place were ongoing monthly status meetings for the two main partner entities (NC DPI and CFNC) to provide status updates on completed tasks and the timeline. These two partners will host bi-weekly electronic transcript system processing (NC DPI as the sender of electronic transcripts, CFNC as sender of requests for electronic transcripts and recipients of the electronic high school transcript). Each will set up a conference call to serve as the primary communication of requests and responses for transcripts. NC DPI will be responsible for extracting transcript data from NC WDE (NC Window of Information for Student Education) and formatting it into a FERSE (Postsecondary XML) (Standard Markup Language) file. The majority of the work for this project has to be completed on the NC DPI side. CFNC had already implemented an XML/WS project for the Wake County School System, and their portion of this project cannot be completed until DPI completes their tasks.

NC DPI completed a successful web-service connection to CFNC's server, and next steps are to implement WS-security and finish up the XML translation of the academic record portion of the XML transcript.

Target go live date has been pushed again to late August 2011 (specific date has not yet been determined)

This objective is contingent upon completion of a project which was originally scheduled for summer 2011; the target date has been pushed back to late August 2011 for 11 pilot high schools. Currently, there are 43 high schools on the CFNC.org (EDF) Transcript System. The 11 pilot schools were on the now CFNC.org (NSI) Transcript System August 5, 2011, joining the 26 Wake County high schools already on. CFNC and NC DPI will run parallel systems through mid- to late September, at which time a full rollout of all remaining 42 high schools will occur. When the rollout occurs and parallel system stop running, this project will be considered complete.

University of North Carolina General Administration
Robin Greene

INDICATOR:
Cumulative number of high school students who received information or assistance completing a FAFSA in the context of this project since August 15, 2010: 18

Cumulative number of high school students who received information on post-secondary benefits, opportunities, planning, financial options, and college preparation from this project since August 15, 2010: 18

Cumulative number of high school guidance counselors who received professional development through this project since August 15, 2010: 18

Cumulative number of high school students who were counseled through outreach activities supported by this project since August 15, 2010: 18

Cumulative number of students of any grade level or age who received assistance completing a FAFSA in the context of this project since August 15, 2010: 18

Cumulative number of students who were contacted through outreach activities supported by this project since August 15, 2010: 18

Cumulative number of students who received information on post-secondary benefits, opportunities, planning, financial options, and college preparation from this project since August 15, 2010: 18

Cumulative number of high school students who received assistance completing a FAFSA in the context of this project since August 15, 2010: 18

Cumulative number of students of any grade level or age who received assistance completing a FAFSA in the context of this project since August 15, 2010: 18

Cumulative number of students of any grade level or age who received financial aid assistance in any form from this project since August 15, 2010: 18

Cumulative number of students of any grade level or age who received academic enrichment through this project since August 15, 2010: 18

NSI 2011, Office of Research, Policy and Planning, North Carolina Cooperative Extension Service, and North Carolina Cooperative Extension Service, 2011. This project is supported by the North Carolina General Assembly through the State University Construction Fund and the NC Extension Service.
Applications

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SECTION IV: REGULATIONS & GUIDELINES

Key regulations, accounting standards & invoicing requirements

Allowability
To be allowable under Federal awards, costs must meet the following general criteria:

- Be necessary and reasonable for proper and efficient performance and administration of Federal awards.
- Be allocable to Federal awards under the provisions of the applicable federal circular.
- Be authorized or not prohibited under State or local laws or regulations.
- Conform to any limitations or exclusions set forth in the cost principles, Federal laws, terms and conditions of the Federal award, or other governing regulations as to types or amounts of cost items.
- Be consistent with policies, regulations, and procedures that apply uniformly to both Federal awards and other activities of the grantor.
- Be accorded consistent treatment. A cost may not be assigned to a Federal award as a direct cost if any other cost incurred for the same purpose in like circumstances has been allocated to the Federal award as an indirect cost.
- Except as otherwise provided for in the applicable Circular, be determined in accordance with generally accepted accounting principles.
- Not be included as a cost or used to meet cost sharing or matching requirements of any other Federal award in either the current or a prior period, except as specifically provided by Federal law or regulations.
- Be not of all applicable credits.
- Be adequately documented.

Reasonability
A cost is reasonable if, in its nature and amount, it does not exceed that which would be incurred by a prudent person under the circumstances prevailing at the time the decision was made to incur the cost. The question of reasonableness is particularly important when grants or components are predominantly federally funded. In determining reasonableness of a given cost, consideration shall be given to:

- Whether the cost is of a type generally recognized as ordinary and necessary for the operation of the award unit or the performance of the Federal award.
- The restraints or requirements imposed by such factors as normal business practices, arm's length bargaining, Federal, State and other laws and regulations, and terms and conditions of the Federal award.
- Market prices for comparable goods or services.
- Whether the individual concerned acted with prudence in the circumstances considering their responsibilities to the awarding unit, its employees, the public at large, and the Federal Government.
- Significant deviations from the established practices of the grantee which may unjustly increase the Federal award's cost.
- The relative value of the item must be considered reasonable to a prudent person.
- The item must be necessary and reasonable to meet project objectives.
- Whether the item actually be used during the conduct of grant-related activities.

Selected Items of Cost
Salaries and Fringe Benefits
Personnel paid from grant funds must be working to complete project activities and any payment of direct salary must be substantiated by certified Time and Effort reports.

- All Time and Effort reports must capture 100% of the employee's effort for the reporting period and should reflect all activities supported from all salary sources.
- All Time and Effort reports must be certified by the employee's supervisor or other individual with first-hand knowledge of the activities performed during the reporting period.
- Individuals paid 100% from grant funds or those working on single cost objective must provide a Time and Effort certification at least semi-annually.
- Individuals paid from multiple sources or working on multiple cost objectives must provide a Time and Effort certification monthly.
Applications

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CACG Branding for Advocacy & Support
Ongoing Branding Goals

Continuing to Expand NC CACG’s Profile with Appropriate Audiences

Supporting Public Brand Identities (CFNC.org) while adhering to the CACG attribution requirements