

Young Audiences of New Jersey
and Eastern Pennsylvania

Brand Positioning Schedule

TASK	ASSIGNED	DUE DATE
Review of revised Brand positioning	YA	1/24/18
Final Brand positioning for review/approval	Oxford	1/26/18

Strategic Plan, Logo and Tagline Development

TASK	ASSIGNED	DUE DATE
Strategic plan development	Oxford	Week of 1/22
Logo/Tagline development	Oxford	Week of 1/22
Review of logos/tagline (Rd. 1)	YA	1/31
Logo/tagline revisions	Oxford	2/5
Review of logos/tagline (Rd. 2)	YA	2/7
Logo/tagline revisions	Oxford	2/12
Retreat planning session	YA/Oxford	2/14
Review of logos/tagline (Rd. 3)	YA	2/14
Logo/tagline revisions	Oxford	2/16
Review of Strategic plan (Rd 1)	YA	2/19

Board staff retreat	YA/Oxford	2/24
Strategic plan revisions (Possible logo/tagline revisions) (Rd 1)	Oxford	Week of 2/26
Review of Strategic plan (Rd 2)	YA	3/5
Strategic plan revisions (Rd 2)	Oxford	3/9
Approval of Strategic plan	YA	3/16
Release of final files and final Strategic plan	Oxford	3/19