

# BALL STATE IMMERSIVE LEARNING REBRANDING PROCESS 2020-2021

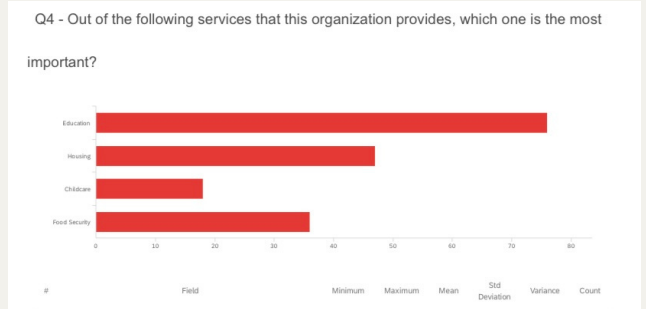


## SEPTEMBER, 2020

Laid out a time schedule for the year and set group goals. By mid September we began research on renaming/rebranding. We sent out a survey to get more feedback!

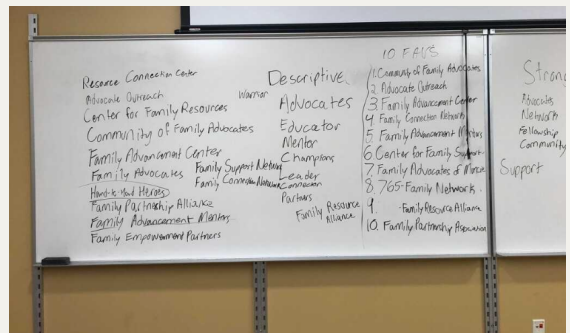
## AUGUST, 2020

First group meeting on campus! We met Michele Owen and Jason Powell for the first time to learn more about BFS and their mission.



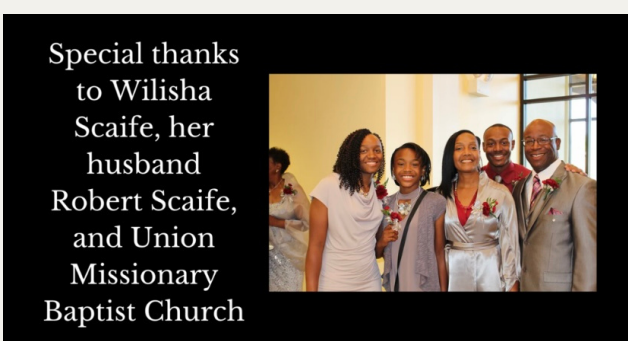
## OCTOBER, 2020

Our telecommunications team filmed a video with Wilisha Scaife for the Fall Gal. While the communications team created and released a survey to the community about possible new name options



## DECEMBER, 2020

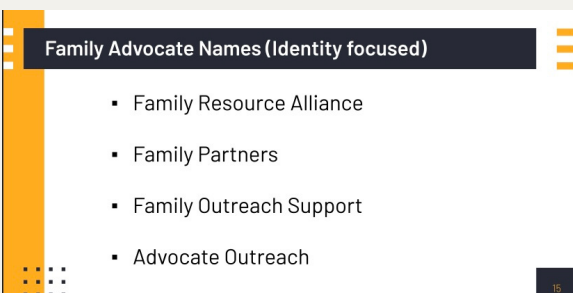
We spent most of December working on little details to improve the new rebranding package. We also celebrated Christmas with a white elephant exchange!



Special thanks to Wilisha Scaife, her husband Robert Scaife, and Union Missionary Baptist Church

## NOVEMBER, 2020

Pitched the first round of names to the board through a series of meetings and PowerPoints!



## FEBRUARY/MARCH, 2021

February and March were spent finalizing the logo and color package. We did a lot of one on one meetings and conceptualized ideas for the newsletter to further marketing for Family Alliance



## JANUARY, 2021

We started the New Year off with a bang and finalized the renaming process by deciding on the new name, Family Alliance



## APRIL, 2021

Family Alliance had their Mother's Day photoshoot, where our telecommunications team gather content for Family Alliance annual Dandelion Gala which is on April 23rd



## MAY, 2021

May is the final month of our immersive learning project, so we spent time reflecting on all our work this year. We also continued to make social media content for different important dates on the calendar.