FLORIDA POLYTECHNIC UNIVERSITY®

BRAND MANUAL

FLORIDA POLYTECHNIC UNIVERSITY
JUNE 2024

Our brand identity is more than our logo. It's a system of core elements and guiding principles that combine to create a distinctive look and feel that people will immediately recognize as Florida Polytechnic University. When you execute our brand, there's a reason behind every visual or verbal decision.

This document is designed to help you make those decisions. It reflects the thought process that went into creating the brand and offers guidelines for making it work.

Our strategy highlights our strengths, captures our personality, and communicates what the world expects from us. It's the backbone of our brand.

BRAND STRATEGY

Who We Target:
Understanding Our Audiences

Our goals are clear: **we're set on becoming an elite institution with an irresistible brand.** To achieve this, we must first understand who our audiences are and devise specific strategies to engage them.

Fanatics

Students

Faculty and staff

Administration

Donors and friends

Prospects

Prospective undergraduates

Prospective graduate students

Prospective transfer students

Prospective faculty and staff

Advocates

Alumni

Industry partners

Influencers

Industry experts and leaders

Employers

Higher ed and peer institutions

Media

Government

Policymakers

Who We Target:

Fanatics

Our campus community has a clear vision for Florida Poly. They're active contributors, excited by building something from the ground up, and they're ready to tell that story to the world. Let's make this institution something to be revered and admired.

Who makes up this group?
Students
Faculty and staff
Administration
Donors and friends

Required:
Invigorate our internal constituents and show them where they can help elevate the brand from where it is today.

Ideal:
Foster a community of brand ambassadors where constant connectivity and participation happens across all channels and experiences.

Advocates

Our alumni will make significant strides in STEM research in various industries or within their own startups. Their achievements will exhibit the strength of a Florida Poly degree. The strength of a Florida Poly degree will also attract industry partners. As industry partnerships form and grow, it strengthens our brand equity and opens the doors to careers for Florida Poly graduates.

Who makes up this group?
Alumni
Industry partners

Required:
Connect with advocates to keep the brand experience alive: celebrate their achievements in the industries they're influencing and with the employers they're impressing.

Ideal:
Establish partnerships with leading STEM employers around the world, where they channel graduates directly from Florida Poly into prominent positions.

Prospects

To prospective students and future faculty hires, we may be known for our incredible building, but we're so much more. They're curious about our dynamic brand and how our institution looks different from the rest.

Who makes up this group?
Prospective undergraduates
Prospective graduate students
Prospective transfer students
Prospective faculty and staff

Required:
Create a seamless experience where prospective students, faculty, and staff can admire what our brand provides and how it stands out from the rest.

Ideal:
Design communications and experiences that are as unique and contemporary as our institution itself. (Don't fall into the trap of doing what everyone else does.)

Influencers

The world is just learning about Florida Poly. Again, the building's visibility from a major interstate markets our existence, but our story still needs told. Our goal with this audience is to establish Florida Poly as an institution that develops elite STEM graduates for the tech giants of the state and the nation.

Who makes up this group?
Industry experts and leaders
Employers
Higher ed and peer institutions
Media
Government
Policymakers

Required:
Strengthen brand equity within the region, and clearly articulate our brand story to the state. The nation, and the world to establish Florida Poly as a clear leader in STEM higher education.

Ideal:
Appeal to influential leaders by positioning our research, thought leadership, and accomplishments across high-profile platforms.

What We Offer and Why It Matters

The **messaging map** organizes our key messages into a hierarchy that helps ensure that our communications are clear, consistent, and compelling. The messaging map informs **what** we talk about, while our voice is **how** we talk about it.
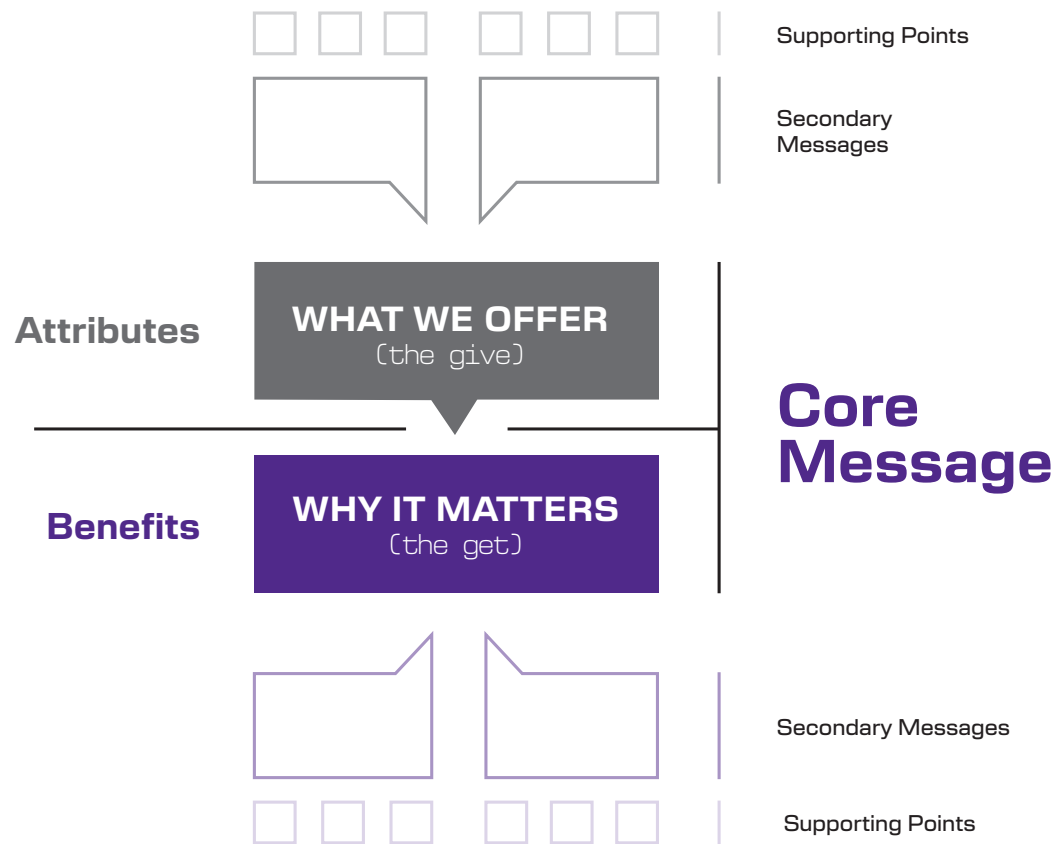
What is an attribute?

An attribute is what we offer to our constituents. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

What is a benefit?

A benefit is what students, faculty, staff, and others get. It's the value of the attributes that we offer: the answer to the questions "so what?" or "why do we care?"

What is attribute and benefit mapping?

The attributes and benefits are organized into a hierarchy that builds up to a core attribute and a core benefit. These are placed on a map to show the relationships between the core attribute, core benefit, and supporting proof points. The map provides the foundation for clear, consistent, and compelling brand messaging.

Supporting Points

Secondary Messages

Attributes

WHAT WE OFFER
(the give)

Core Message

Benefits

WHY IT MATTERS
(the get)

Secondary Messages

Supporting Points

Our Personality

The **brand personality** defines what it feels like to interact with our university, whether that's as a student, a donor, a future alum, or an employee. It conveys our attitude and tone to our target audiences. Simply put, it's the personification of our brand.

COLLABORATIVE

We're a collective intelligence where STEM disciplines integrate and thrive.

AMBITIOUS

We're energetic and driven to achieve our individual and institutional goals.

CURIOUS

We're eager to learn and innately inquisitive, always seeking to understand and apply ourselves.

COGNITIVE

We blend an understanding of the concrete, the abstract, and the intuitive — always scrutinizing and pushing for invention.

EFFECTIVE

We focus on being successful and intentional. Every decision we make fuels our progress.

FORWARD-THINKING

We're setting trends. We're defining what higher ed and technology can be. And we're leading the way.

Our Voice

Voice gives our campaigns and communications a recognizable style—one that's true to who we are.

Keep these tips in mind to make sure we're all writing with the same voice.

Be assertive, not arrogant.
We are confident, strong-willed, and driven, but remember, there's a thin line between confidence and cockiness.

⊘ **Good Example:**
Nothing stands in our way.

⊗ **Bad Example:**
Nothing is a challenge for us.

Be bold, not over-exaggerated.
We are forward-thinkers who push the limits of what's possible. That doesn't mean we over-inflate our offerings or accomplishments.

⊘ **Good Example:**
We're driven to be the next. The first. The only.

⊗ **Bad Example:**
There's no question—you're the next. The first. The only.

Be straightforward, not cliché.
Write in the conversational tone you use when you speak, and avoid industry jargon whenever possible.

⊘ **Good Example:**
Have a groundbreaking idea? We have what you need to build it.

⊗ **Bad Example:**
Get hands-on in our cutting-edge innovation lab.

Be curious, not cynical.
We are constantly questioning and asking why but we should always approach curiosity in a constructive way.

⊘ **Good Example:**
Others accept what they're told. We ask why.

⊗ **Bad Example:**
Never trust what others tell you. Find out for yourself.

Be selective, not closed-minded.
It takes a special kind of person to thrive here, but we never want to put people down.

⊘ **Good Example:**
The world is full of followers. We're not interested in them.

⊗ **Bad Example:**
If you aren't a leader, you don't belong here.

Our logo represents us at the very highest level and is vital to our brand. It acts as a signature, an identifier, and a stamp of quality. To maintain consistency throughout our communications, follow the few simple guidelines in this section.

IDENTITY

Primary Logo

The Florida Poly logo is the cornerstone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

Our logo consists of a distinct visual mark and our school's name. As we continue to build our school's academic reputation, we must build our brand equity as well. Using our name and mark together, consistently, is critical to this effort.

The horizontal version should be used almost exclusively; the stacked version is reserved for special instances with size constraints.

Primary Logo

FLORIDA POLYTECHNIC
UNIVERSITY®

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Alternate Logo and Naming

The following alternate logos are permitted for use when there are size constraints that do not allow for the primary logo to be used. The Stacked Alternate Logo is always the preferred option. The Square Alternate Logo is used in very rare instances when the size constraints do not permit the use of the Stacked Alternate Logo.

The formal name of our institution is Florida Polytechnic University. However, we often refer to our school as Florida Poly. Follow the rules outlined below when deciding which logo and name to use.

Alternate Logos

Stacked Alternate Logo
(Preferred)

FLORIDA POLY®

Square Alternate Logo

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way.   will provide artwork as needed.

⊘ **ACCEPTABLE NAMES**

Florida Polytechnic University	Used formally and always as first reference
Florida Poly	Used casually and only after first reference
#FLPoly	Used only for social media purposes

⊗ **DO NOT USE**

Poly Tech

Florida Polytech

The Poly Technic

Florida Polytechnic

The Poly

Poly

FL Poly

Color Usage

Whenever possible, our logo should be rendered in full-color on a white background, or reversed as shown here. The louvers should either be opacities of white at their shown values or 100% white for a one-color option.

Use the blackw, white or purple version of the logo when the background color is not purple or white, or when the background doesn't create enough contrast for the primary, full-color logo to be legible.

White is preferred to black when printing on colored backgrounds; white feels cleaner and better aligns with our brand's visual language.

One-color versions should only be used for promotional items (when full-color printing isn't possible), or when printing colors is limited due to cost or ability.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Full-Color

FLORIDA POLYTECHNIC UNIVERSITY®

40% 60% 80% 100%
Percent of white

White

FLORIDA POLYTECHNIC UNIVERSITY®

Black

FLORIDA POLYTECHNIC UNIVERSITY®

One-Color

FLORIDA POLYTECHNIC UNIVERSITY®

FLORIDA POLYTECHNIC UNIVERSITY®

FLORIDA POLYTECHNIC UNIVERSITY®

University Departments

Often there is a need to include university departments and offices in our logo. The following variations are the only approved orientations when highlighting a specific unit.

Using "department of" or "office of" should be assumed in the department logo, and therefore doesn't need to be included. It is allowable to use "office of" when appropriate on rare occasions. The creation of a new department logo is determined by the University's official organization structure.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Department logo - one line

ADMISSIONS

FLORIDA POLYTECHNIC UNIVERSITY

Department logo - two lines

ELECTRICAL AND COMPUTER ENGINEERING

FLORIDA POLYTECHNIC UNIVERSITY

Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—both in print and on screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead, the logo should live comfortably and clearly as an identifying mark.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Minimum Size

No smaller than
1.5 inches wide

No smaller than
0.75 inch wide

No smaller than
0.75 inch wide

Using the proper vector files, the logo can be proportionately scaled as large as necessary.

Clear Space

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using twice the height of the **capital F** from the logo. This clear space scales proportionally with the logo.

No other graphic elements, typography, rules, or images should appear inside this clear space. This rule should be followed by all versions of the logo.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Implementation

To ensure consistent use of the logo, here are some practices to avoid.

⊗ **DON'T** skew, stretch, or bend the logo in any way.

⊗ **DON'T** rotate the logo.

⊗ **DON'T** use drop shadows or other visual effects.

⊗ **DON'T** use any colors other than those specified in this document.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

⊗ **DON'T** outline the logo or its elements.

⊗ **DON'T** crop the logo.

The University Seal

The Florida Polytechnic University seal is reserved for the official communications from the office of the president. The seal is a mark of guarantee; it is used exclusively for the most solemn and serious purposes of the institution.
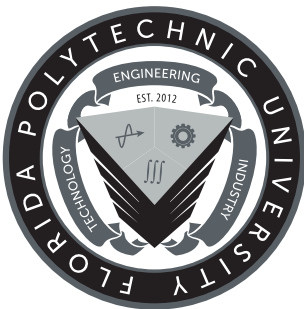
⊘ APPROPRIATE USES

- Business cards and stationery from the President's Office.
- Formal and official documents, including diplomas.
- Legal and official records, and transcripts.
- Programs for formal academic ceremonies.
- Legal agreements binding the university.
- Commemorative gifts, items, and keepsakes created for limited distribution, made out of durable material of high quality. Examples include plaques, medallions, and crystal paperweights

.• Financial documents, such as the official university or system budget, checks, university- or system-issued securities, and other financial papers where it is essentially a mark of guarantee. (It may not be used in ordinary internal communication documents regarding financial matters.)
- Contracts and documents that requirethe president's signature.

⊗ INAPPROPRIATE USES

- Do not use the seal in place of the university logo.
- The university seal may not be altered or embellished.
- The university seal may not be used as part of a larger mark, title, or graphic. Use only reproduction-quality images of the official seal provided by University Relations.
- Use the seal in its entirety. It must never appear partially or used as an element of a larger design.
- Use the seal in its full orientation—it may never be turned, altered, screened, or used in part.

- Use the seal alone. Do not combine the seal with another emblem or symbol, except where it appears with the university logo. The seal may be combined with type, but type may not touch it or be superimposed on it. To prevent fraud, overprinting of the seal in the form of a watermark is acceptable.
- The minimum diameter for reproduction of the university seal is 0.75 inch.

Spirit Mark

The Phoenix, which derives from Greek mythology, is a long-living bird that is reborn again and again, rising from its ashes in a sign of regeneration and hope. The Florida Poly Phoenix is a symbol of renaissance and renewal, designed to inspire students and faculty to generate new ideas, continue a lifelong quest for learning, and rise to any challenge.

NO EXCEPTIONS

Only use authorized Florida Poly files. Never recreate or alter them in any way. University Relations will provide artwork as needed.

The Phoenix with Words

The Phoenix with NO Words

One Color Usage

⊗ **DO NOT USE IN PLACE OF THE OFFICIAL FLORIDA POLY LOGO.**

⊗ **DO NOT MODIFY. THIS MARK REPRESENTS ALL OF CAMPUS LIFE.**

Spirit Mark

There are two secondary Phoenix marks that can be used for various uses, especially when the primary Phoenix mark will not work. These should rarely be used.

Secondary Phoenix Marks

TM

TM

NO EXCEPTIONS

Only use authorized Florida Poly files. Never recreate or alter them in any way. University Relations will provide artwork as needed.

⊗ **DO NOT USE IN PLACE OF THE OFFICIAL FLORIDA POLY LOGO.**

⊗ **DO NOT MODIFY. THIS MARK REPRESENTS ALL OF CAMPUS LIFE.**

Our colors say a lot about who we are. Our palette helps audiences identify us at a glance, and the way we use color sets the tone for our communications.

FLORIDA POLYTECHNIC UNIVERSITY®

COLOR

Colors
Primary and Secondary

Our primary colors represent Florida Poly at the highest level, and should be present in all communications.

Our secondary palette complements the primary colors and creates flexibility so communications can shift for various needs. Secondary colors should never be used on their own or appear more prominent than the primary palette.
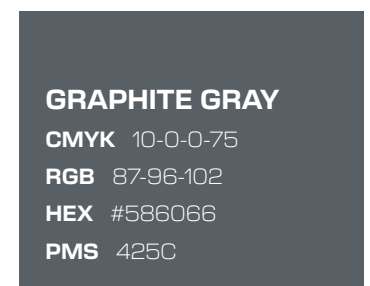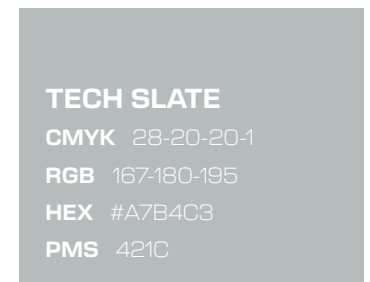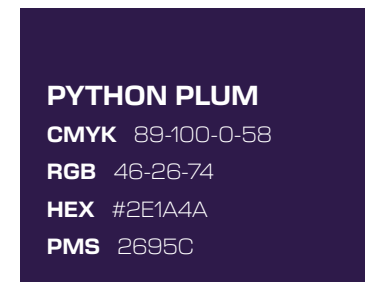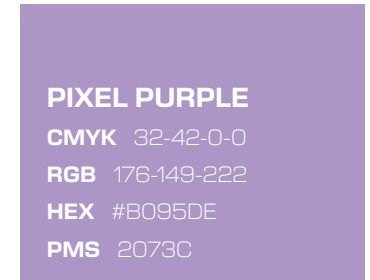
*Note: The process or RGB/Hex value is not the same as the PMS value.

PRIMARY

SECONDARY

PIXEL PURPLE

CMYK 32-42-0-0
RGB 176-149-222
HEX #B095DE
PMS 2073C

PYTHON PLUM

CMYK 89-100-0-58
RGB 46-26-74
HEX #2E1A4A
PMS 2695C

TECH SLATE

CMYK 28-20-20-1
RGB 167-180-195
HEX #A7B4C3
PMS 421C

POLY PURPLE

CMYK 84-100-0-6*
RGB 80-29-131*
HEX #501D83*
PMS 3583C

CYBER BLUE

CMYK 100-0-0-0
RGB 0-159-223
HEX #009FDF
PMS Processed Cyan

GRAPHITE GRAY

CMYK 10-0-0-75
RGB 87-96-102
HEX #586066
PMS 425C

Best Practices
Digital and Print

We want our communications to be experienced by all audiences, so thoughtful consideration should be taken when choosing colors for digital communications. Here are a few hints for selecting color combinations that are visually effective, but functionally useful for ADA compliance.

Provide high contrast.
Pay special attention when using light gray, or light purple. Check your contrast levels with the WAVE color contrast tool:

http://webaim.org/resources/contrastchecker/

Be color blind friendly.
Try to avoid placing red and green together, especially in navigation, map graphics, and other wayfinding elements.

Don't rely on color alone.
Since some users override page colors, color should not be the only way information is conveyed. Make sure information is available even if colors are altered. This can mean adding another cue, such as an underline to show a link, or an icon to reinforce the meaning.

When it's used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what's communicated. Florida Poly's typography is clear, clean, and flexible for a wide range of situations.

While the options below officially represent Florida Poly, other options that aesthetically work well with these typefaces are allowed on a case-by-case scenario. If you have any questions or would like to have your typeface pairings reviewed, please email **marketing@floridapoly.edu.**

TYPOGRAPHY

Primary Typeface
New Science

Uses:
Headlines, Subheads, Body Copy, and Numerals

Licensing:
New Science is an Adobe font fully licensed for personal and commercial use through our Adobe subscription. Everyone at Florida Poly has access to download and use this font by signing into their Adobe Creative Cloud account linked to their Florida Poly email.

Desktop Web

STYLES

Thin
Light
Regular
Medium
Semibold
Bold

CHARACTER SET

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&

Secondary Typeface
New Science Serif

Uses:
This font can be used when a more formal feel is necessary. Headlines, Subheads, Body Copy, and Numerals for higher

Licensing:
New Science Serif is an Adobe font fully licensed for personal and commercial use through our Adobe subscription. Everyone at Florida Poly has access to download and use this font by signing into their Adobe account linked to their Florida Poly email.

Desktop   Web

STYLES

Thin
Light
Regular
Medium
Semibold
Bold

CHARACTER SET

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&

Collegiate Typeface
MOKOKO

Uses:

This font is known as our "collegiate" font. This can be used for merchandise or promotional items where a more college feel is desired.

Licensing:

Mokoko is an Adobe font fully licensed for personal and commercial use through our Adobe subscription. Everyone at Florida Poly has access to download and use this font by signing into their Adobe account linked to their Florida Poly email.

Desktop   Web

STYLES

REGULAR
ITALIC
SEMIBOLD
ITALIC
BOLD
ITALIC

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#$%&

Calligraphy Typeface
The Youngest

Uses:
This font is known as our "calligraphy" font. It will be used for projects that need a little flair or personalization.

Licensing:
The Youngest is an Adobe font fully licensed for personal and commercial use through our Adobe subscription. Everyone at Florida Poly has access to download and use this font by signing into their Adobe account linked to their Florida Poly email.

Desktop   Web

STYLES

Regular

CHARACTER SET

ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .!@#$%&

Calligraphy Typeface
EDO

STYLES

REGULAR

Uses:

This font is known as our "grunge" font. It is to only be used by our athletics and various student affiars events.

Licensing:

Edo is a font which is partially licensed for personal and commercial use.

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!&

Desktop   Web

Our brand has a variety of graphic elements that create our unique look and make us instantly recognizable. Each of these elements can be used on its own or in conjunction with others.

DESIGN ELEMENTS

Accent Objects

These elements can help organize and house content, or can be used to build compositional grids. They should be used moderately and purposefully—too many of them will make your compositions feel cluttered and disorganized.

CYBER LINE

Inspiration:
As a research and STEM University we transend and push the boundaries of science and technology. Defining the future as we pursue innovation.

CYBER LINE

Uses:
Emphasis on titles and key words or as an independent accent line.

POLYGONS

Inspiration:
Uniformity and organization are key values in technology, innovation, and research. These polygons represent those very values.

Uses:
Background texture

CHEVRON ARROWS

Inspiration:
The arrows point towards our greatest accomplishments and towards our promising future..

Uses:
Accent pieces

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images offer powerful proof of what we say. For this reason, photography should be carefully selected to match our messaging, and it should always feel authentically like Florida Poly.

PHOTOGRAPHY

Style
Moments

Give a true glimpse into life at Florida Poly with candid photographs of students, faculty, and staff interacting with one another.

• These images should feel soft and inviting, using natural light when outdoors ,When filming classrooms and labs, purple and blue accents lights can be used to create a more techy feel.

• Crop in on the action or emotion to tell a strong story and build a connection with the subject.

• Show a good, diverse mix of students, faculty, academics, and campus life for a full picture of the Florida Poly experience.

An Iconic Identity
IST

The iconic Innovation, Science, and Technology Building (IST), designed by world-renowned Spanish architect Santiago Calatrava, stands as the centerpiece of Florida Poly's campus and serves as a powerful symbol of the institution's innovative spirit and dedication to cutting-edge education. With its striking design and futuristic aesthetics, the building embodies the university's commitment to blending art and engineering, making it an ideal representation of Florida Poly's brand identity. Its unique architectural elements not only attract attention but also inspire creativity and forward-thinking, reinforcing the university's role as a leader in science, technology, engineering, and mathematics (STEM) education.

The buiding's moveable wings, which can adjust to control light and temperature within the building, are not only a feat of engineering but also carry symbolic significance. They represent the wings of the Phoenix symbolizing renewal, transformation, and the relentless pursuit of innovation and algns with Florida Poly's mission to foster continuous growth, adaptability, and pioneering advancements in the fields of STEM.
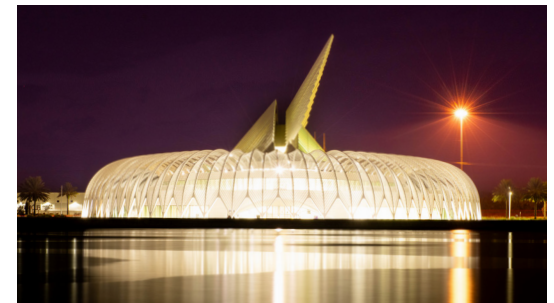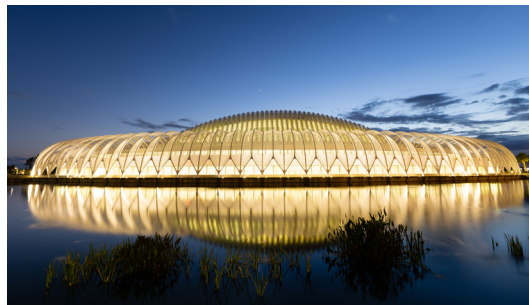
We've broken down every element of our brand. But it's the combination of these elements—type, photography, color, graphics, and voice—that makes our brand real. This is how we go from a set of guidelines to a living, breathing brand.

BRINGING THE BRAND TO LIFE

Campus Publication: **Student Affairs**

YOUR HOUSING CONTRACT

The Agreement is for both the fall and spring semesters of each academic year, as long as the student is enrolled at Florida Polytechnic University. Summer semester and winter break are not a part of the academic year agreement. If a student is graduating or not enrolling in the university for the spring semester, they should notify Housing and Residential Life as soon as a decision has been made. Cancelation charges will apply based on when notification of cancelation is made. For more information, please view your signed agreement for these dates.

PAYING FOR HOUSING

How to Pay
All housing charges for Phases Two and Three are included on a student's ledger. Students can view their bill online through their CAMS Account.

Payment Due Dates
Fall: September 3, 2024
Spring: January 17, 2025

Payment Plan Options
All semester charges for housing are due together at the beginning of the semester on the dates listed above. Students may elect to sign up for a payment plan through Student Business Services.

MAIL & COMMUNICATION

MAILING & PACKAGES

Mail and packages are delivered to the Phase Two Residence Halls. Housing and Residential Life will notify students through our package delivery software, Notfii, via text and emails. Students may pick up their mail at the front desk in Phase Two once they receive notification from HRL of their mail. Any mail delivered without a first name, last name and room number will be declined or returned to the sender.

The mailing address is as follows:

First Name, Last Name
Florida Polytechnic University,
Room #_ _ _ _
4540 Polytechnic Circle
Lakeland, Fl, 33805

As a part of Auxiliary Enterprises, located in the Wellness Center, packages can be mailed out for you. To do so, drop off your items with paid postage or shipping labels through US Mail, FedEx round and UPS, Monday – Friday.

EMAIL

Your Florida Poly email is your official university email address. All communication from Housing and Residential Life will be sent to this email. It is important that students check this account often.

Recruitment: **Admissions**

Campus Publication: **Student Affairs**

FALL 2024
NEW STUDENT
ORIENTATION SCHEDULE

FALL 2024
NEW STUDENT ORIENTATION SCHEDULE

| SUNDAY - AUGUST 18 | MONDAY - AUGUST 19 |

SUNDAY - AUGUST 18

TIME	SESSION	LOCATION	STUDENT PARTICIPATION
9:00 - 9:45a.m.	Day 2 Check-in		
10:00 - 11:45a.m.	OL Group Meet #2: Ignite Your Campus Experience	Assigned OL Room	
11:45 - 12:30p.m.	Lunch	Assigned OL Room	
12:30 - 1:00p.m.	OL Group Meet #3: Ignite Your Goals	Assigned OL Room	
1:00 - 1:30p.m.	OL Meet #4: Ignite Your Connections	Assigned OL Room	
1:45 - 2:45p.m.	Math Review Drop-Ins	IST 1002/1003	Students Wishing to Pursue Monday's Math Challenge Exam
3:00p.m.	Math Placement Exam Results Available		
3:00 - 7:00p.m.	Walk-In Appointments with Success Coaches		
8:00p.m.	IgNITE your LIGHT	IST South Entrance Exterior	

TIME	SESSION	LOCATION	STUDENT PARTICIPATION
7:30 - 7:50a.m.	Day 3 Check-in	IST South Entrance	Students Pursuing the Math Challenge Exam
8:00 - 9:00a.m.	Math Challenge Exam	IST 1002/1003	
8:30 - 9:15a.m.	Check-In Group 13	IST 1000	Group 13

MONDAY - AUGUST 19

TIME	SESSION	LOCATION	STUDENT PARTICIPATION
8:45 - 9:15a.m.	Day 3 Check-in	IST Commons Groups 1-4 Assigned OL Room Groups 5-12	Students NOT Pursuing the Math Challenge Exam
9:30 - 10:50a.m.	Session A Title IX	Session A BARC 2200	Session A Groups 9-13 (& Graduate Students)
	Session B Success Coaches & SGA/ Phoenix Link	Session B/C IST 1002/ 1003	Session B/C Groups 1-2
	Session C Campus Police & Conduct	Session C/B IST 1067/ 1068	Session C/B Groups 3-4
	Session D Campus Services	Session D BARC Atrium	Session D Groups 5-8
11:15 - 11:45a.m.	President's Welcome	BARC Atrium	All students
12:00 - 2:00p.m.	Welcome Celebration!	IST Commons	All students
2:00p.m.	Math Placement Exam Results Available		
2:00 - 5:00p.m.	Walk-In Appointments with Success Coaches		
2:00- 4:00p.m.	Orientation Sessions - Virtual Campus Tour - Student Conduct - Student Success - Campus Police - Student Government Association & Getting Involved On-Campus	IST 1002/1003	Group 13

General Awareness: **Billboards**

On-Campus: **T-Shirts**

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