

June 19, 2017

*The following was sent to the listserv.*

## **PLEASE WATCH: Skills U Brand Webinar**

Hello! Please take the time (less than half an hour) to watch this webinar about the new brand being launched on July 1:

<http://kyae.ky.gov/educators/recruitmentretention/skillsubbrandingwebinar.mp4>

This webinar features lots of valuable information, including why the rebranding is occurring. I think the information found in the webinar will help you as you move forward, ensuring that you will have more success in parlaying this new brand into increased student recruitment and partnership opportunities.

Please note that we will be providing several resources to help you launch the new brand. Most of these are covered in the webinar. I mentioned in the webinar that many resources would be posted on June 15; please note that this date has been moved back. Expect resources to be posted by the end of this week.

Thank you for watching! I'm happy to answer any related questions.

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