



**The GLOBE Academy
Communications Committee Report
13 December 2021**

Committee Chair: Leigh Long - llong@theglobeacademy.net

Report Type: Update

Updates:

- Website Management
 - New website navigation has been completed by developers, with oversight from Justin Stubbs. Just a few tweaks remain.
 - Next up: The content owners need to update their content, after which the communications committee will review for brand consistency.
- Newsletter
 - New format has been well received by community members, who have reached out to comment on it being much easier to read.
 - Continuing to work to get content written in a consistent voice.
- Brand Standards
 - Evolving brand guide to be a brand and style guide. Updated guide will be distributed and presented in January.
 - Still need greater support in eliminating flag logo from informal signage on campuses, but we're making significant progress on consistency.
 - Carrie will update GLOBE Trot logo to align with overall branding.

End of Report

