



# SPA 360 Programs

## Branding Initiative

Version dated: June 19, 2018

### OVERVIEW

In an effort to streamline the recognition of the programs offered and administered by Sponsored Programs Administration, and with our offerings continually expanding, it is proposed we brand all of our programs as “SPA 360”, with separate sections for each type of program. This document includes a proposal to rename the identified programs.

### PROPOSED PROGRAM NAMES

Current Name	Proposed Name
Essentials of Research Administration (ERA) Certificate Series	SPA 360 – Essentials of Research Administration (ERA) Certificate Series <sup>1</sup>
SPA Training Videos	SPA 360 – Video Resources
Kuali Coeus (KC) Training Materials	SPA 360 – Kuali Coeus (KC) Training Materials
Global Research Administrator Network and Development (GRAND) Forum	SPA 360 – Global Research Administrator Network and Development (GRAND) Forum
<i>*In development – full day training for internal staff</i>	<i>SPA 360 – Central</i>
<i>*In development – 1-hour, topical training</i>	<i>SPA 360 – Highlight</i>

### BRAND MISSION AND LOGO OPTIONS

#### OPTION 1 – “TRACK”

1. Training & Education
2. Resources
3. Administrative Support
4. Community
5. Knowledge

**Mission:** Research administration training, education, resources, and administrative support provided by Sponsored Programs Administration to build a community of research administrators, and to advance knowledge, “TRACK”.



<sup>1</sup> Includes Cores, Electives (in-seat and eLearning)

## OPTION 2 – “TRECK”

1. Training
2. Resources
3. Education
4. Community
5. Knowledge

**Mission:** Research Administration **training** and **resources** provided by Sponsored Programs Administration to supplement **education**, to build a **community** of research administrators, and to advance **knowledge**, “TRECK”.



## TIMELINE

Task	Date
Leadership Team meeting – propose idea, decide on mission and logo	June 21, 2018
Provide proposal to SPROUT Training Subcommittee co-chair for input (due by June 26)	June 21, 2018
Update external websites (SPA and SPROUT) for new names and logo	June 26, 2018
Update SPARK	June 26, 2018
Promote to listservs (internal and external)	June 27, 2018
Advertise SPA 360 – Central on internal staff listserv	June 27, 2018