

ACTIVITY 1

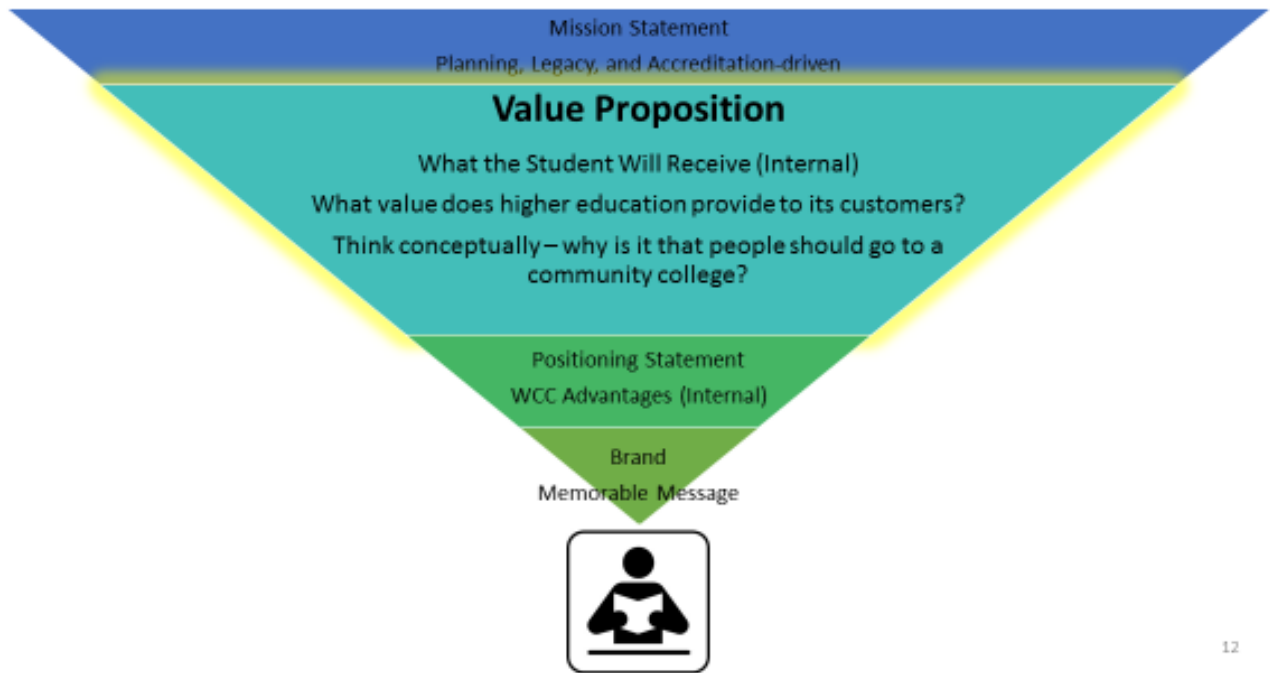
WCC Branding



Review our current WCC Mission Statement for clarity and suggest language revisions:

ACTIVITY 2

WCC Branding



Draft a one sentence WCC Value Proposition Statement:

ACTIVITY 3

WCC Messaging Architecture



Draft a one sentence WCC Positioning Statement:

ACTIVITY 4

Messaging Architecture



Draft a WCC Brand/Tag Line:
