**Objective 3:** Communicate the University's identity and messages to the public with one consistent voice.

**Funding Requirements:**

<table>
<thead>
<tr>
<th>Cost By Funding Year</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$280,000 (EG,R)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$ 280,000</td>
</tr>
</tbody>
</table>

**Source:**
- A = Auxiliary
- CG = Contr./Grants
- EG = Educ. & General
- F = Foundation
- P = PECO

**Type:**
- R = Recurring
- NR = Non-recurring
- 1T = 1 Time Alloc.
- RE = Reallocation
- Add = Additional

<table>
<thead>
<tr>
<th>Cost By Source (all years)</th>
<th>Auxiliary</th>
<th>Contr./Grants</th>
<th>Educ. &amp; General</th>
<th>Foundation</th>
<th>Leg. Bud. Req.</th>
<th>PECO</th>
<th>Total</th>
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