



BOARD OF RETIREMENT

Staff Report

File #: 19-721

Agenda Date: 1/9/2020

Agenda #: 25.

FROM: Colin Bishop, Chief of Member Services

SUBJECT: Informational Item: Update on the Website Redesign and Rebranding Efforts

RECOMMENDATION:

Update on the SBCERA website redesign and brand refresh projects.

BACKGROUND:

Work is well underway on the SBCERA website redesign and brand refresh projects. Staff expects to roll out the new website and a brand refresh by spring of this year.

Staff will provide the Board with a preview of the design elements and principles for these important communications projects and priorities.

BUDGET IMPACT:

None.

STRATEGIC PLANNING GOAL/OBJECTIVE:

Effective Communications

STAFF CONTACT:

Colin Bishop
Olivia Applegate

ATTACHMENTS:

None.