

## Logsdon, Jeremy

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**From:** Jensen, Christopher  
**Sent:** Thursday, April 10, 2025 11:28 AM  
**To:** Trabue, Amanda; McAdoo, Anthony; Fischer, Bud; Murphy, Corinne; Brown, David; Thrasher, Evelyn; Wilson, Jason; Redifer, Jenni; Logsdon, Jeremy; Desander, Marguerita; Duvall, Monica; Domoney, Renaldo; Taylor, Ritchie; Wilson, Ron; Ghezal, Said; Wininger, Steven; Howarth, Susan; Basta, Tania; Bibbs, Tanja; Brown, Terrance; Stewart, Todd; Harkins, Anthony; Simpson, Wayne; Webb, Cathleen  
**Cc:** Burnham, Toni; Spinks, Tammy; Ramsey, Monica; Jewell, Amy; Hagan, Sheryl; Christy Bertolo; Chris Svec  
**Subject:** Unite Launch Meeting

Colleagues,

To deepen our institution's commitment to holistic corporate engagement and to leverage corporate partnerships for the advancement of WKU, we have secured the services of a consultant, UNITE. You have been identified as a critical stakeholder in the corporate engagement ecosystem at WKU.

Over the coming weeks, UNITE will help us identify our top corporate partnerships, create a standard definition of engagement areas, and build a collaborative approach to managing these relationships to their full potential. The first step in this process is an informational virtual meeting/presentation with the UNITE team on **Thursday, May 1<sup>st</sup> at 9:00 a.m.** While this meeting will be virtual and recorded for distribution to all, we would like you to make every effort to join us live to ask questions of the UNITE team.

During the meeting, you'll learn about UNITE, the approach, how we'll measure relationships, and come together with a process. You'll also see a timeline for the project and when/how you will be involved. At best, we expect your time commitment to be moderate and know that it will be well worth the investment to establish a unified strategy for our top corporate partnerships.

UNITE is a strategy, training, and technology company developed to help "unite" universities and industry partners. For more information about UNITE and its founders, Chris and Christy, [click here](#).

Please let me know if you have any questions. I look forward to advancing our corporate engagement efforts together!

Sincerely,

Chris

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