



The Identity Imperative: *Building a College or University Brand*

Washington, D.C., April 15-16

Training Series

MarketingPower.com/HigherEdBrand • 800.AMA.1150

Save up to \$200 when you register early!

Visit the website for full details.

Take-aways

- The core concepts of branding; beyond the cosmetics of logos and taglines
- A framework for a successful higher education identity development initiative
- Understanding of the role of marketing research in the development of a brand strategy
- Ways to generate campus-wide momentum for the marketing effort
- Recommendations on organizational structure and budgeting to support marketing

Developing and managing the identity of your institution is critical to the success of recruitment and development efforts. Further, your image or brand plays a critical role in helping your institution secure grant funding, attract top faculty, and maintain strong community, government and media relations.

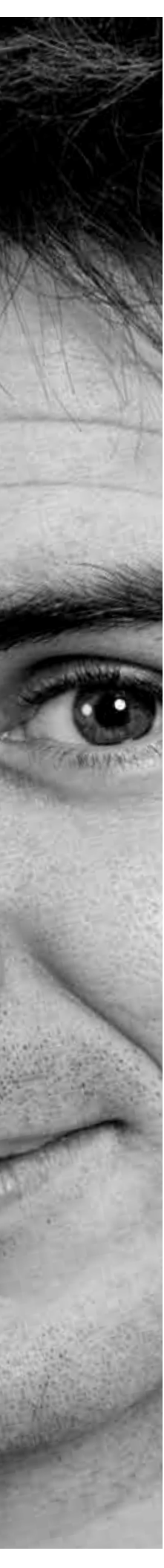
Effective brand management requires your institution to get on that proverbial "same page" about that which makes it truly special and what makes it unique. Achieving consensus on identity and promoting it successfully in a crowded marketplace can be difficult given the general opinions about marketing on college campuses, the misconceptions about what a "brand" really is, and the level of funding and staff support allocated to the effort.

This two-day, hands-on Training Series will cover the issues you need to consider as you launch an initiative to develop your institution's brand strategy. You will quickly review the basics and then delve deeply into the critical issues of internal branding, generating buy-in, qualitative and quantitative research, positioning statements, working with creative firms, organizational structure and budgeting, and living your brand over the long-term.

Elizabeth Scarborough, CEO, SimpsonScarborough

A nationally recognized expert in the use of research for higher education marketing and branding efforts, Ms. Scarborough is an innovative leader in developing marketing intelligence. With 18 years of experience conducting market research and providing strategic solutions to colleges and universities, she has moderated hundreds of online and in-person focus groups and is an expert in survey instrument design, data analysis and the compilation and presentation of marketing information.

She has worked on branding and identity initiatives at more than 100 institutions including Purdue University, Michigan State, Berry College, Loyola University Maryland, Babson College, Indiana Wesleyan University, American University and the University of Rochester.



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Day 1

Institutional Branding Self-Assessment and Discussion

- *Exercise:* Self-assessment tool
- Discussion of common challenges and opportunities

Branding Fundamentals

- Definitions, concepts, purpose and goals
- Relationship to integrated marketing

Building Support for the Identity Initiative

- Gaining support of senior administration
- Engaging the campus community and getting "buy-in"
- Internal marketing and branding

Qualitative Research

- Using qualitative information to develop your brand strategy
- Focus groups, in-depth interviews and bulletin boards

Quantitative Research

- Using quantitative information to develop your brand strategy
- Phone and online survey research

Day 2

Positioning Statements

- How to bridge from research data to a positioning statement
- Good and bad examples

Living the Brand

- Issues and challenges
- Developing an identity that will endure over time
- Good and bad examples

Developing the Creative Strategy

- Working with creative firms/departments
- Logos, marks, taglines, photography, graphic design, tone and personality
- *Exercise:* What does your visual identity communicate about your institution?

Organizational Structure and Budgeting

- Organizing for successful identity management
- Integrating marketing efforts on a decentralized campus
- Aligning budgets with marcom goals

Brand Development Efforts

- Case study of large public university
- Case study of small private college
- Case study of community college