Agenda

- Review progress to date
  - Goals
    - Define success
    - How will progress be measured
  - Audience priorities
  - Geographic priorities
  - Competitor positioning
  - Prioritize SWOT analysis
  - Attributes
  - Research needs
  - Next steps (brand marketing)
  - Introduce action plans
  - Other next steps
- How Stamats can help
- Return to defining how success will be defined
Marketing Goals
Strategic Priorities

Vision: “To become the best regional comprehensive university in America”

• Inspire and achieve the highest levels of student learning, creativity and success
• Attract, engage, and retain the most talented and diverse students, faculty and staff (people)
• Create and deliver the highest quality educational, research, and service programs that meet the needs of the communities we serve
• Provide excellent educational, student, and administrative support services and facilities
• Create and manage purposeful and sustainable growth
• Other???

If you accomplish these things, will you achieve the vision (created an effective brand)?
Issues to Resolve

• Define regional comprehensive
• Create a aspiration list of other comprehensive regional publics
  – What makes them an aspirant?
  – How do you want to be similar and different?
  – What does the market place want?
• Define terms:
  – High quality
  – Highest level
  – Excellent
• How big can we be without jeopardizing culture/mission/vision?
  – Residential
  – Facilities
  – Online
  – Faculty
  – Supportive environment
• Mix (culture question by mode):
  – Residential
  – Commuter
  – Online
  – Satellite campuses
  – Schedule (nights and weekends VS regular hours)
Define Success

• What does success look like?

• How will progress be measured?

• Move from what to what by when.
Target Audiences

Possibilities:
1. Prospective students – traditional (undergraduate, honors, student success, transfers) 9
2. Prospective students – non-traditional (undergraduate, adult, military, international) 8
3. Prospective (graduate level +) 7
4. Parents - prospective students (may combine with 1) 1
5. HS guidance counselors 0
6. Supporters (donors, friends) 2
7. Alumni 3
8. Employers 2
9. Media 0
10. Community 3
11. Legislators 0
12. Campus community 3
1. Prospective students (all categories – traditional, nontraditional, international, graduate, military, honors, student success, and transfers). The vote was unanimous.

2. There is a three way tie (with each receiving 3 votes) for the next priority, between:
   - Community
   - Alumni
   - Campus community (students, faculty and Staff)

This should be ample for the initial first year or two.
Other Target Audience Goals
Prospective Students

Today: 06-07 (*from common data set)
- Enrollment = 9,882
- Fundable FTEs = 5,937
- Undergraduate = 8,254*
- Graduate and Professional = 1,565*
- Part-time = 3,591*
- Diversity mix = 21%
- Gender ratio = 60% female
- Transfer = 1,180*
- Entering GPA average = 3.5*
- Entering ACT average = 23/24
- Online specific = 20% of FTE?
- UWF Emerald Coast = ??% of FTE

5 Year Goal:
- Enrollment =
- Fundable FTEs =
- Undergraduate =
- Graduate and Professional =
- Part-time =
- Diversity mix =
- Gender ratio =
- Transfer =
- Entering GPA average =
- Entering ACT average =
- Online specific =
- UWF Emerald Coast =
Target Geography

- Focus on the NW FL region plus small hand-full in AL
  - Define (think about your competitors’ space)
    Escambia FL, Escambia AL, Santa Rosa, Okaloosa, Walton, Jackson
    Bay, Baldwin, Mobile(?)
- Focus on the states of FL and AL
  - FL: 5 counties plus central and south metro areas
  - AL: southeast plus larger metro areas
- Other areas of interest
  - Virginia, Washington DC, Houston, Atlanta, Memphis, New Orleans, Long Island
  - What about LA and MS? Or Gulf Coast?
- Military base locations
  - NAS, Eglin, Hurlburt, Feeder Bases in NC? Other Bases?
- Specific program(s) based locations
  - M.Ed / New York?
  - Mobile Dist. Learning / Submarine Bases?
Competitors

• Who are they?
• How do they position themselves?
Competitors

- Florida State University – Focus on research
- University of Florida – Focus on size, research, and sports
- University of Central Florida – Focus on the region, research, and they want to own the word “opportunity” (metro Orlando)
- University of South Florida – Focus on research and the region (metro Tampa)
- University of North Florida – Similar market position
- Florida Atlantic University – Focus on research, but a bit difficult to identify
- Pensacola Junior College – Not a well defined positioned
- Okaloosa-Walton College – AAs on Emerald Coast campuses
- Troy State University – International and distance learning. Best positioning of the bunch
- University of South Alabama – Very typical/neutral positioning
- Auburn – Impact on state’s economy and support of business
- UAB – Research and health care focus
- Pensacola Christian College – Very Christian orientation and focus
Florida State University

- Florida State University is a comprehensive, national graduate research university that puts research into action for the benefit of our students and society. With an impressive breadth of leading graduate, professional and undergraduate programs, and an international reputation in the sciences and humanities, Florida State University is a demanding and intellectually stimulating environment for students and faculty.

- The university has adopted the Pathways of Excellence initiative to enhance its standing as one of the nation's top research and graduate education institutions. The Pathways initiative includes hiring 200 new faculty members—national and international leaders in their respective fields—in clusters built around interdisciplinary academic themes; substantial investments in new facilities, as well as enhancements to FSU's world-class research groups and centers; and significant investments in graduate programs, with emphasis on creating new interdisciplinary doctoral programs.
University of Florida

- Tagline: The Foundation for the Gator Nation
- UF is a major, public, comprehensive, land-grant, research university. The state's oldest, largest and most comprehensive university, Florida is among the nation's most academically diverse public universities. Florida has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belongs to the Association of American Universities
- UF's extensive capital improvement program has resulted in facilities ideal for 21st century research including the McKnight Brain Institute, the new Health Professions, Nursing and Pharmacy Building, the Genetics and Cancer Research Center now being built, and the Proton-beam Therapy Center that will be located in Jacksonville.
- With more than 46,000 students, Florida is now one of the five largest universities in the nation.
University of Central Florida

• Tagline: UCF stands for opportunity
• UCF is the university that seeks opportunities, creates opportunities, and brings them to fruition. The University's culture of opportunity is driven by the diverse people it attracts, its Orlando environment, its history of entrepreneurship, and its youth, relevance, and energy.
• UCF's Mission
  – The University of Central Florida is a public, multi-campus, metropolitan research university, dedicated to serving its surrounding communities with their diverse and expanding populations, technological corridors, and international partners. The mission of the university is to offer high-quality undergraduate and graduate education, student development, and continuing education; to conduct research and creative activities; and to provide services that enhance the intellectual, cultural, environmental, and economic development of the metropolitan region, address national and international issues in key areas, establish UCF as a major presence, and contribute to the global community
University of South Florida

• Tagline: Big ideas. Big opportunities

• They want to own the word “big”

• University of South Florida is one of America's top metropolitan research universities. We are focused on formulating bold ideas and using research resources to create innovative solutions for our global community. Students spearhead advances in numerous fields, and work in partnership with faculty and the community to assure academic endeavors lead to real world success.

• Next slide
University of South Florida - Continued

• Mission
  – The University of South Florida is a multi-campus national research university that supports the development of the metropolitan Tampa Bay Region, Florida, the United States and the world. Building upon unique strengths inherent in Florida’s population, location, and natural resources, the university is dedicated to excellence in:
    • Teaching and lifelong learning in a student-centered environment
    • Research to advance knowledge and promote social, cultural, economic, educational, health, and technological development
    • Service based on academic excellence and the ethic of community responsibility
    • Community engagement to build university-community partnerships and collaborations
University of North Florida

- Similar position
- Tagline: No one like you. No place like this
- Because of small classes, an average of 34 students per class, and a 22 to 1 student-to-faculty ratio, UNF is able to provide individual attention to its students. At UNF you are more than just a number. You are our top priority.
- Nestled among 1,300 scenic acres that include a nature and wildlife area with lakes and nature trails. A portion of the campus is used for scientific research, and area school children visit for environmental lessons.

- Next slide
University of North Florida - Continued

• As a moderately sized public university, the University of North Florida is uniquely able to provide a comprehensive, individualized, and affordable education. Established in 1972, the University of North Florida has distinguished itself by the quality of its academic programs and support services.

The University’s unwavering commitment and passion for all areas of student life have strengthened its reputation for excellence. Our distinguished faculty members, diverse and accomplished student body, small class sizes, active and exciting collegiate life, and our beautifully maintained and situated campus, make UNF the top choice for many students.

UNF is committed to your success. You can expect a learning experience that is both student-centered and practice-oriented. UNF integrates a challenging curriculum with dynamic study abroad opportunities, experiential learning, and cooperative education and internship programs. This pairing of academic excellence and real world experience means you will leave UNF well-prepared to succeed in the work world.
Florida Atlantic University

• Lots of taglines
• Built on a rich tradition as a teaching university with a world-class faculty, FAU is earning a reputation as a top research institution in areas ranging from biomedicine and biotechnology to ocean engineering and coastline security.
• This research will lead to the next generation of medical cures and technological advancements, all of which builds the local economy. With more than $60 million per year in sponsored research, FAU is providing a solid foundation for the development of a vibrant high-tech industry in South Florida.
Pensacola Junior College

- **Mission Statement**: To provide quality educational opportunities and support services to meet the requirements of all students pursuing intellectual fulfillment, career training, and life-long education for Escambia and Santa Rosa Counties.

- As a learning-centered community college, Pensacola Junior College will continue the tradition of offering an affordable, quality education taught by first-rate faculty. More than 1,300 professional faculty and staff members blend their talents, teaching, and experience to fulfill dreams and create careers for PJC students.

- Editorial: Lots of information, little brand
- Most CC’s position themselves as affordable, career or university transfer preparation, and convenience
Okaloosa-Walton College

• **Mission:** The mission of Okaloosa-Walton College is to provide quality educational programs and services which enable students to achieve their goals and which enhance the community through academic, vocational, cultural, economic, and personal development opportunities.

• Not a very good Web site in terms of telling their story or describing their brand
Troy State University

- **Tagline:** A future of opportunity
- **Mission Statement:** Troy University is a public institution comprised of a network of campuses throughout Alabama and worldwide. International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels for a diverse student body in traditional, nontraditional and emerging electronic formats. Academic programs are supported by a variety of student services which promote the welfare of the individual student. Troy University's dedicated faculty and staff promote discovery and exploration of knowledge and its application to life-long success through effective teaching, service, creative partnerships, scholarship and research.

- Troy University serves a broad range of students on four campuses in Alabama and on more than 60 campuses outside of our home state in 17 U.S. states and 11 nations. We also serve thousands of students who choose to study through distance-learning methods, primarily the Internet.
University of West Florida

- **Vision:** To be the best regional comprehensive university in America.

- **Mission:** To empower each individual we serve with knowledge and opportunity to contribute responsibly and creatively to a complex world.

- The University of West Florida is a creative, student-centered institution focused on excellence. At UWF, our highest priorities are our students and the academic programs that serve them. The faculty, staff and students at UWF are not here to merely do what's been done before. Individual attention from a world-class faculty in a warm and caring environment is the essence of UWF.

- Average class enrollment for freshman lecture courses: 31.9

- Average class enrollment for upper-level lecture courses: 21.5
University of Southern Alabama

• The University serves as a major center of high quality and accessible undergraduate, graduate, and professional education for metropolitan Mobile, the State of Alabama, the Gulf Coast region, and the southeastern United States.
• The University mission actively embraces the functions of teaching, research, public service, and health care through which it vigorously pursues the preservation, discovery, communication and the application of knowledge. As it grows and develops, the University will focus its strengths to produce programs of interdisciplinary excellence that address the special needs of the people it serves.
• The University of South Alabama, one of the [fastest growing universities in Alabama](#), a diverse and vibrant public university, is making a difference in the lives of the people of Alabama and the nation through teaching, research, service and health care.
Auburn University

• A comprehensive land-grant and research institution blending arts and applied sciences. The University continuously changes to accommodate today's needs, while still respecting the traditions and spirit of Auburn. As we grow and change, Auburn will always continue its tradition of excellence.

• AU is notable for its impact on the state of Alabama. A recent study determined AU had nearly $4 billion economic impact on the state of Alabama, including a $1.5 billion impact on the economy and a $2.4 billion impact in "human capital." AU's Technical Assistance Center, a collaborative Engineering / Business outreach unit, performs hundreds of projects annually for state industry, generating millions of dollars in increased efficiencies and saving or creating hundreds of jobs statewide.

• Auburn University has developed into one of the largest universities in the South, remaining in the educational forefront with its traditional blend of arts and applied science, and changing with the needs of today while living with a respect for the traditions and spirit that are Auburn.
About UAB
• In just a few decades, UAB has evolved into a world-renowned research university and health care center, Alabama’s single largest employer, and an engine of revitalization for the city of Birmingham with an economic impact of more than $3 billion on the area. With more than 18,000 students, 19,000 faculty and staff, and a campus covering more than 80 city blocks, UAB is focused on the future of teaching, research, health care, and community service.

The UAB Vision
• UAB’s vision is to be an internationally renowned research university — a first choice for education and health care.

The UAB Mission
• UAB’s mission is to be a research university and academic health center that discovers, teaches and applies knowledge for the intellectual, cultural, social and economic benefit of Birmingham, the state and beyond.
Pensacola Christian College

• We hope we’ve succeeded in encouraging you to trust the Lord for His leading to the right kind of Christian college. We can’t speak for other Christian colleges, but we can speak for Pensacola Christian College.

PCC is a distinctively Christian college. Our instructors will never harm your faith; rather, they are dedicated to imparting a biblical philosophy that will stay with you throughout your life, no matter what your vocation or calling. The spiritual and academic emphasis of PCC is and will continue to be determined by the Word of God. You can count on this, and so can your parents. It is this philosophy that makes the difference and assures a high-quality Christian education.
SWOT Analysis

• Strengths
  – Internal
  – To leverage

• Weaknesses
  – Internal
  – To fix

• Opportunities
  – External
  – To take advantage of

• Threats
  – External
  – To factor in

Prioritize (Top 5 in each category)
## Primary Strengths

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Polling Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Affordability</td>
<td>6</td>
</tr>
<tr>
<td>2. Small class sizes &amp;/or personal attention</td>
<td>9</td>
</tr>
<tr>
<td>3. Quality programs</td>
<td>6</td>
</tr>
<tr>
<td>4. Well prepared graduates</td>
<td>4</td>
</tr>
<tr>
<td>5. Honors programs</td>
<td>3</td>
</tr>
<tr>
<td>6. Safe campus</td>
<td>3</td>
</tr>
</tbody>
</table>
Primary Weaknesses

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Polling Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Student/Customer services (wider focus group/research validation.)</td>
<td>4</td>
</tr>
<tr>
<td>2. Under-developed brand/awareness</td>
<td>7</td>
</tr>
<tr>
<td>3. Lack of research for data-driven decision making and feedback</td>
<td>5</td>
</tr>
<tr>
<td>4. Technology needs improving (especially in the service area – academic</td>
<td>4</td>
</tr>
<tr>
<td>and operational)</td>
<td></td>
</tr>
<tr>
<td>5. Lack of financial aid</td>
<td>4</td>
</tr>
</tbody>
</table>
## Primary Opportunities

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Polling Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand residential housing</td>
<td>3</td>
</tr>
<tr>
<td>Demand for online programs</td>
<td>7</td>
</tr>
<tr>
<td>Military presence and population growth at the Emerald Coast</td>
<td>6</td>
</tr>
<tr>
<td>Transfer population</td>
<td>6</td>
</tr>
<tr>
<td>Alabama reciprocity agreement</td>
<td>3</td>
</tr>
<tr>
<td>Use 40th anniversary and Creating Great Futures campaign kick-off to create an awareness splash</td>
<td>4</td>
</tr>
<tr>
<td>International recruiting</td>
<td>4</td>
</tr>
</tbody>
</table>
# Primary Threats

<table>
<thead>
<tr>
<th>Threats</th>
<th>Polling Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Demographic trends in the service area (population/graduation rates)</td>
<td>6</td>
</tr>
<tr>
<td>2. Competitors moving in – especially Troy &amp; other public universities, community colleges offering bachelors, and online providers</td>
<td>8</td>
</tr>
<tr>
<td>3. Potential changes in state funding levels and legislative mandates</td>
<td>7</td>
</tr>
<tr>
<td>4. Regional economic status (more people economically challenged in our service area)</td>
<td>7</td>
</tr>
</tbody>
</table>
Brand Attributes
Brand Attributes

• Brand attributes are the words or phrases you want to be known for in the market
• When someone in your primary audience hears University of West Florida, you want them to think of these attributes
• UWF’s goal is to “own” these attributes in your primary markets
• For UWF, think about the “quality of each interaction”
UWF Market Position

Private College
- Supportive
- Friendly
- Caring
- Quality
- Safe

UWF
- Supportive
- Quality
- Choice
- Affordable
- Convenience
- Safe

Major Public
- Technology
- Research
- Facilities
- Choice
- Sports
- Affordability
- Big College Experience
# Most Important College-Choice Characteristics

<table>
<thead>
<tr>
<th>Top College-Choice Characteristics</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong program in what I want to study</td>
<td>4.6</td>
</tr>
<tr>
<td>Graduates of the college get good jobs</td>
<td>4.5</td>
</tr>
<tr>
<td>Faculty are good teachers and mentors</td>
<td>4.4</td>
</tr>
<tr>
<td>The college will make me a well-rounded individual</td>
<td>4.3</td>
</tr>
<tr>
<td>Graduates are accepted into good graduate programs</td>
<td>4.3</td>
</tr>
<tr>
<td>Overall academic reputation</td>
<td>4.2</td>
</tr>
<tr>
<td>Amount of financial aid available and scholarships</td>
<td>4.1</td>
</tr>
<tr>
<td>The people on campus are welcoming and friendly</td>
<td>4.1</td>
</tr>
<tr>
<td>The school offers a fun college experience</td>
<td>4.0</td>
</tr>
<tr>
<td>Great computer and technology resources</td>
<td>4.0</td>
</tr>
<tr>
<td>Personal attention from faculty/staff</td>
<td>4.0</td>
</tr>
<tr>
<td>Cost to attend</td>
<td>4.0</td>
</tr>
<tr>
<td>Quality of campus amenities</td>
<td>3.7</td>
</tr>
<tr>
<td>There are things to do off-campus</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Source: Stamats’ 2005 TeensTALK®
# Brand Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Polling Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsive to regional needs</td>
<td>2</td>
</tr>
<tr>
<td>Individualized and personal attention</td>
<td>5</td>
</tr>
<tr>
<td>Small class sizes</td>
<td>4</td>
</tr>
<tr>
<td>Remarkably affordable</td>
<td>6</td>
</tr>
<tr>
<td>Great location</td>
<td>2</td>
</tr>
<tr>
<td>Place of opportunity</td>
<td>2</td>
</tr>
<tr>
<td>Career focused</td>
<td>2</td>
</tr>
<tr>
<td>Comfortable and relaxed</td>
<td>3</td>
</tr>
<tr>
<td>Student focused</td>
<td>2</td>
</tr>
<tr>
<td>Safe</td>
<td>5</td>
</tr>
<tr>
<td>Beautiful campus</td>
<td>5</td>
</tr>
<tr>
<td>Facilities</td>
<td>1</td>
</tr>
<tr>
<td>Convenience (class schedule, format, etc.)</td>
<td></td>
</tr>
</tbody>
</table>
Time Out for Research

• Research provides the basis for confident and data driven decisions
  • Perceptions (existing VS desired and internal VS external)
  • Definition of quality (existing VS desired and internal VS external)
  • Expectations
  • Opportunities
  • Media habits
  • Competitors
  • Needs

• Test brand marketing elements for importance, relevance, believability, and distinctiveness
  – Attributes
  – Brand promise statement
  – Tagline
Research Cycle

- Studies done annually:
  - Nonmatriculants
  - Withdrawing students
  - Existing students, faculty, and staff

- Studies done every two years:
  - Prospective students
  - Parents

- Studies done every three years:
  - Influencers
  - Employers
Brand Attributes Students Value

- Qual Faculty
- Qual Advising
- Qual Facilities
- Qual Career Coun
- Job Placement Record
- Internship Opps

Value Variable

Brand Attributes Students Value

- Qual Faculty
- Qual Advising
- Qual Facilities
- Qual Career Coun
- Job Placement Record
- Internship Opps

Value Variable
Brand Attributes Perceived by Students

- Qual Faculty
- Qual Advising
- Qual Facilities
- Qual Career Coun
- Job Placement Record
- Internship Opps
Gap Between Valued and Perceived Brand Attributes

Value Variable
Perceive Variable
At Specific Institution
## Importance Versus Perceptions

### Inquiries

<table>
<thead>
<tr>
<th>College-Choice Characteristics</th>
<th>Importance</th>
<th>Perception</th>
<th>Difference</th>
<th>Rating</th>
<th>Attribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of your academic program/major</td>
<td>4.6</td>
<td>3.9</td>
<td>-0.7</td>
<td>Under Perform</td>
<td>Brand</td>
</tr>
<tr>
<td>Outcomes - jobs and grad school placement</td>
<td>4.5</td>
<td>4.0</td>
<td>-0.5</td>
<td>Under Perform</td>
<td>Brand</td>
</tr>
<tr>
<td>Quality of faculty as teachers and mentors</td>
<td>4.2</td>
<td>4.1</td>
<td>-0.1</td>
<td>Satisfactory</td>
<td>Brand</td>
</tr>
<tr>
<td>Academic reputation of the college/university</td>
<td>4.1</td>
<td>3.9</td>
<td>-0.2</td>
<td>Under Perform</td>
<td>Brand</td>
</tr>
<tr>
<td>Financial aid - including scholarships</td>
<td>4.1</td>
<td>4.0</td>
<td>-0.1</td>
<td>Satisfactory</td>
<td>Commodity</td>
</tr>
<tr>
<td>Personal attention from faculty/staff</td>
<td>4.1</td>
<td>4.1</td>
<td>0.0</td>
<td>Satisfactory</td>
<td>Brand</td>
</tr>
<tr>
<td>Transferability of credits</td>
<td>4.0</td>
<td>4.0</td>
<td>0.0</td>
<td>Satisfactory</td>
<td>Commodity</td>
</tr>
<tr>
<td>Cost to attend</td>
<td>4.0</td>
<td>4.1</td>
<td>0.1</td>
<td>Satisfactory</td>
<td>Commodity</td>
</tr>
<tr>
<td>Quality of academic facilities</td>
<td>4.0</td>
<td>3.9</td>
<td>-0.1</td>
<td>Satisfactory</td>
<td>Brand</td>
</tr>
<tr>
<td>Flexibility in scheduling/class times</td>
<td>3.9</td>
<td>4.0</td>
<td>0.1</td>
<td>Satisfactory</td>
<td>Commodity</td>
</tr>
<tr>
<td>Location of classes (close to home/work)</td>
<td>3.7</td>
<td>4.3</td>
<td>0.6</td>
<td>Strength</td>
<td>Commodity</td>
</tr>
<tr>
<td>Small student/faculty ratio</td>
<td>3.6</td>
<td>4.1</td>
<td>0.5</td>
<td>Strength</td>
<td>Brand</td>
</tr>
<tr>
<td>Variety of on-campus activities</td>
<td>3.6</td>
<td>3.6</td>
<td>0.0</td>
<td>Satisfactory</td>
<td>Brand</td>
</tr>
<tr>
<td>Variety of local activities</td>
<td>3.3</td>
<td>3.6</td>
<td>0.3</td>
<td>Strength</td>
<td>Brand</td>
</tr>
</tbody>
</table>
# Competitor Summary

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Client</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Attention</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>4</td>
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Marketing Goals
Strategic Priorities

Vision: “To become the best regional comprehensive university in America”

- Inspire and achieve the highest levels of **student learning**, creativity and success
- Attract, engage, and retain the most talented and diverse students, faculty and staff **(people)**
- Create and deliver the highest quality educational, research, and service **programs** that meet the needs of the communities we serve
- Provide excellent educational, student, and administrative **support** services and facilities
- Create and manage purposeful and sustainable **growth**
- Other???

If you accomplish these things, will you achieve the vision (created an effective brand)?
Potential Research Needs

Based on primary audiences:

• Internal student satisfaction survey
  – Satisfaction with various departments and service organizations (in progress)
  – Withdrawing student survey

• Internal perception survey (students, faculty, and staff)

• External perception and awareness survey (align with primary audiences)
  – Prospective students
  – Nonmatriculants
  – Community
  – Alumni
The Case For Brand Marketing

• Can a brand marketing plan address most of UWF’s needs?
• The process has already begun:
  – Defined audiences
  – Defined geography
  – Defined and prioritized SWOT
  – Defined attributes
  – Defined research requirements

• What’s left
  – Develop a brand promise statement
    • UWF is a _____ university for _____ students who want _____.
    • Internal polling for attributes and brand promise to expand the input
    • Plan (awareness and perception)
    • Creative visuals and messages
    • Execute (internal and external)
What is Brand Marketing?

• Brand marketing
  – A brand is **much more** than just a look
  – Rather, a brand is a trustmark, a warrant, and a promise
  – The purpose of marketing is to build a brand in the mind of a prospect
  – **Truly successful brands are perceived by the target audience as the best, or even only, solution to a particular need.** This insight highlights the two critical components of an effective brand: awareness and relevance
  – A brand promise and a positioning statement are largely identical
Why Strong Brands Are Important to Constituents

- Confidence/Trust/Safe
- Consistent outcome
- Identity
- Saves time in decision-making
- Project a clear message
- Rule of 93’s

When there is no time, space, or opportunity, a strong brand tells the world, in a nanosecond, who you are and what you stand for.
What Problems Do the Following Brands Solve?

- Volvo
- Harley Davidson
- Coca-Cola
- FedEx
- Yale

- What problem do you solve?
When Was The Last Time You Felt This Strongly About Anything?

Wake up in the morning, and life picks up where it left off. You do what has to be done. Use what it takes to get there. And what once seemed exciting has now become part of the numbing routine. It all begins to feel the same.

Except when you've got a Harley-Davidson. Something strikes a nerve. The heartbeat thunder rises up, refusing to become part of the background. Suddenly, things are different. Clearer. More real. As they should have been all along.

The feeling is personal. It affects everyone a little differently. For some, owning a Harley is a statement of individuality. For others, owning one means being a part of a home-grown legacy that was born in a tiny Milwaukee shed in 1903. Regardless of the reason, more people are getting to know the feeling. Harley Davidson has reemerged as the number one selling brand of super heavyweight motorcycles in the U.S.

To the uninitiated, a Harley-Davidson motorcycle is often associated with a certain look, a certain sound. Anyone who owns one will tell you it's much more than that. Riding a Harley changes you from within.
Brand Equity

• Think of it this way:
  – Coca-Cola has a market cap of about $77 billion.
  – If Coca-Cola fired its employees, sold their buildings and equipment, got rid of its inventory, what would be left?
  – Coke’s fixed assets are worth about $7 billion dollars. But its brand is worth $70 billion
  – The value of the company less its fixed assets is its “brand equity”

• Instead of Coke, substitute your institution
  – Take away their buildings and faculty
  – What’s left is their brand equity
Why Brand Marketing is Important

• Effective plans attract desirable recourses:
  – Top students and faculty
  – Full/fuller-pay students (brand equity)
  – Students who will persist
  – Increase diversity
  – Donated dollars
  – Media attention
  – Research dollars
  – Strategic partners
  – Alumni support
  – Positive word-of-mouth

• Effective way of addressing conflicting goals

• Private institutions endorsed brand marketing long ago. Public institutions are being forced to endorse brand marketing due to state funding trends
Creative That Is …

• Traditional: Often, the most expensive because it is less likely to be noticed
  – Task vs. audience orientation

• Surprising: Causes you to go, “Oh!”

• Courageous: Causes you to go “Oh!” and then tell someone about it
  – The essence of viral and buzz marketing

• Think campaign, not blitz
  – Multi year
  – Multi media

Communicate Your Promise
Creative That Is …

Traditional

World Changers

Private Christian College
Surprising

Change Your world.

Private Christian College
Courageous

For Christ’s sake, change the world.

Private Christian College
Traditional
Surprising
Courageous

Ten billion served
How to avoid a life of serving them

Community college at southern Nevada
Case Study Creative

• Notice
  – Differing degrees of edginess
  – How the brand promises drive different creative and messages
  – Think about how internal groups must adapt to support the brand
Montana Tech

• **Vision:** To be the leader for undergraduate and graduate education and research in the Pacific Northwest in engineering, science, energy, health, information sciences and technology

• **Brand Promise:** Montana Tech is a challenging institution for hands-on, success-oriented students

• **Brand Attributes:** Quality-focused, refreshing real, exceptionally driven, impressively personal, unexpectedly affordable

• **Tagline:** “Get Into It”
The Campaign

Get into it.
Print ads
Web page
University of South Dakota

• **Vision:** To become the best small, public funded liberal arts university in the United States

• **Brand promise:** The U is the perfect fit for students who seek a smart educational investment

• **Brand attributes:** Warmly welcoming, extraordinarily attentive, inspiringly innovative, world-class education, remarkable value

• **Tagline:** Extraordinary
Campaign Tagline
Outdoor, Bus Panels, Mall Kiosks, Cinema
Bus Wrap
Web Site
Sub-Brands
McMaster University

• **Vision:** To become the leading teaching and research university in Canada

• **Brand Promise:** McMaster provides a culture of innovation that creates a community of discovery and learning that enables individuals to make a difference

• **Brand Attributes:** Inspirational, innovative teaching and learning, pioneering academics, ground-breaking research

• **Tagline:** “Grey Matters”
The Campaign

Grey Matters
At McMaster, Grey Matters.

Make your grey matter.

Find out what McMaster University can inspire in you.

Learn more at www.grey-matters.ca.
History is still being written. Be part of it.

Sliced bread... Light bulbs... Computers: All old news.
The new news?
That is being made right here in Canada
—at McMaster University.

When Maclean’s calls us the most innovative institution in Canada, they’re talking about a tradition of curiosity, an atmosphere of discovery, a place where ideas are explored and creativity is the norm.

At McMaster our faculty and our students work together to find a cure for cancer. Create new ways to communicate with satellites. Design a vaccine to stop AIDS. And much more.

So even as an undergraduate, you have the potential to help make a difference—a big one.

History’s still being made, and you can be a part of it.
Make your grey matter at McMaster University.

Visit us at www.grey-matters.ca
or call 905.525.9240, ext. 23650.
Clothing and accessories
Community billboards
Writing The Plan
Write Marketing Action Plans

• Marketing action plan (MAP)
  – A marketing action plan outlines the activities that are designed to accomplish or help accomplish a goal
  – Who, does what, by when

• How they fit together:
  – The goal is the thing you want done
  – The target audience is the people at whom the goal is directed
  – The marketing action plan is how you accomplish the goal (who, does what, by when)

• Action plans help keep the “dust” off of the plan
Action Plan Template

1. Goal to be supported: ____________________________________________

2. Description of action plan: ______________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

3. Target audiences
   1. Audience A: __________________________
   2. Audience B: __________________________
   3. Audience C: __________________________

4. Begin date: ___________   End date: ___________

5. Budget: ________________
   ☐ Request for new dollars    ☐ Reallocated from my budget
   ☐ Reallocated from other budget

6. Assigned to: ________________

7. How/when evaluate: ____________________________________________
The Final Written Plan

While your final plan can take a variety of shapes and forms, this general outline will work in most instances:

- Mission 1 page
- Vision ½ page
- Situation analysis (abbreviated) 3 pages
- Positioning statement ¼ page
- Prioritized target audiences ½ page
- Vivid descriptors ½ page
- Target geographies ½ page
- Marketing/communication goals 1 page
- Action plans for year one 15-20 pages
- Budget 1-2 pages
- Timeline 1-2 pages

Effective plans are brief and to the point, not measured in pounds.
Marketing Goals
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• Other???

If you accomplish these things, will you achieve the vision (created an effective brand)?
Next Steps?

• Define success relative to each strategic initiative
• Develop “action plans”
• Write the balance of the plan and assemble with action plans
• Execute the plan
• Stamats will pull together a draft proposal to support your brand marketing efforts
Stamats Support

- Help push the process forward
- Research
- Communication planning summit
- Creative concepting
- Web site redesign
- Publications
- Public relations plan
- Direct marketing