





The Value of Branding in Higher Ed

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Issues Facing Higher Ed

Funding (or lack thereof)

Student debt \$1.3+ trillion

Affordability/Tuition Costs

Legislative/policy issues

Issues Facing Higher Ed

Public scrutiny of value

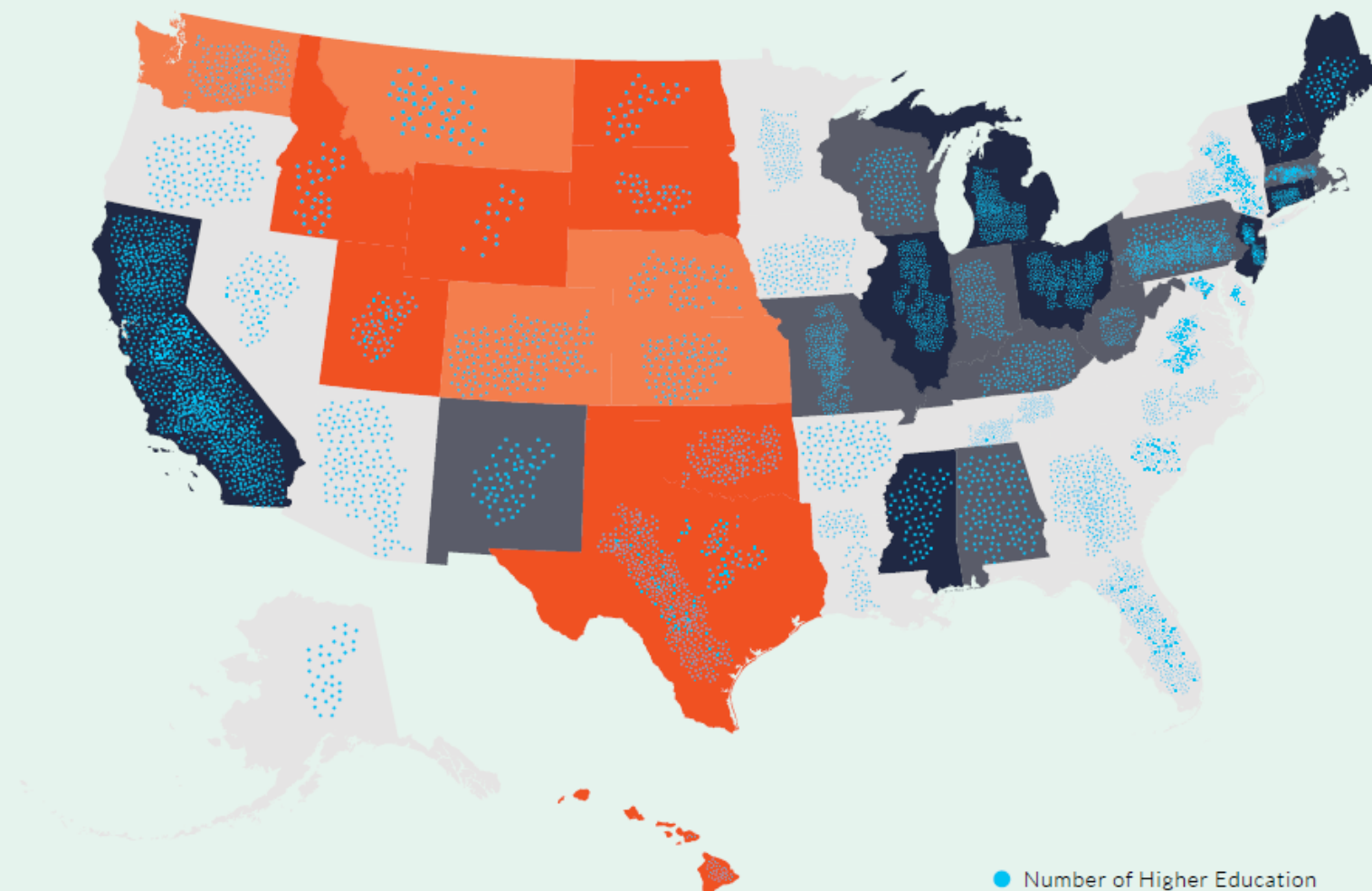
Institutional operating costs

Overall alumni giving -9%

Declining enrollment

U.S. HIGH SCHOOL GRADUATING CLASSES (PUBLIC TOTAL) AND CONCENTRATION OF HIGHER EDUCATION INSTITUTIONS

Projected Percent Change from 2013 to 2030



● Number of Higher Education
Institutions Per State

-10% or less

-5% to -10%

-5% to 5%

5% to 10%

10% or greater

Source: WICHE.

DECREASE

INCREASE

In the News



In the News

That's according to
Professor
Clayton Christensen
from Harvard
Business School



Higher Ed Environment

Siloed nature of academia

Large overarching institutional messages & goals
vs. individual, separate groups

Diversity of schools, colleges, and programs

Higher Ed Environment

Limited budgets

Noisy, competitive marketplace

Serve many diverse audiences

Institutional Goals

Recruit the best students (and graduate them)

Recruit and retain the best faculty, researchers, and staff

Secure funding/grants for programs and research

Engage alumni

Unite Efforts to Meet Goals

An institution is stronger united than divided.

Your brand is an asset--needs to be intentionally managed.

Moves your institution closer to its goals:

- Enrollment

- Fundraising

- Reputational

Gordon Gee, West Virginia University



Collective Ownership

"...look, feel and
act as one."

A Brand is NOT



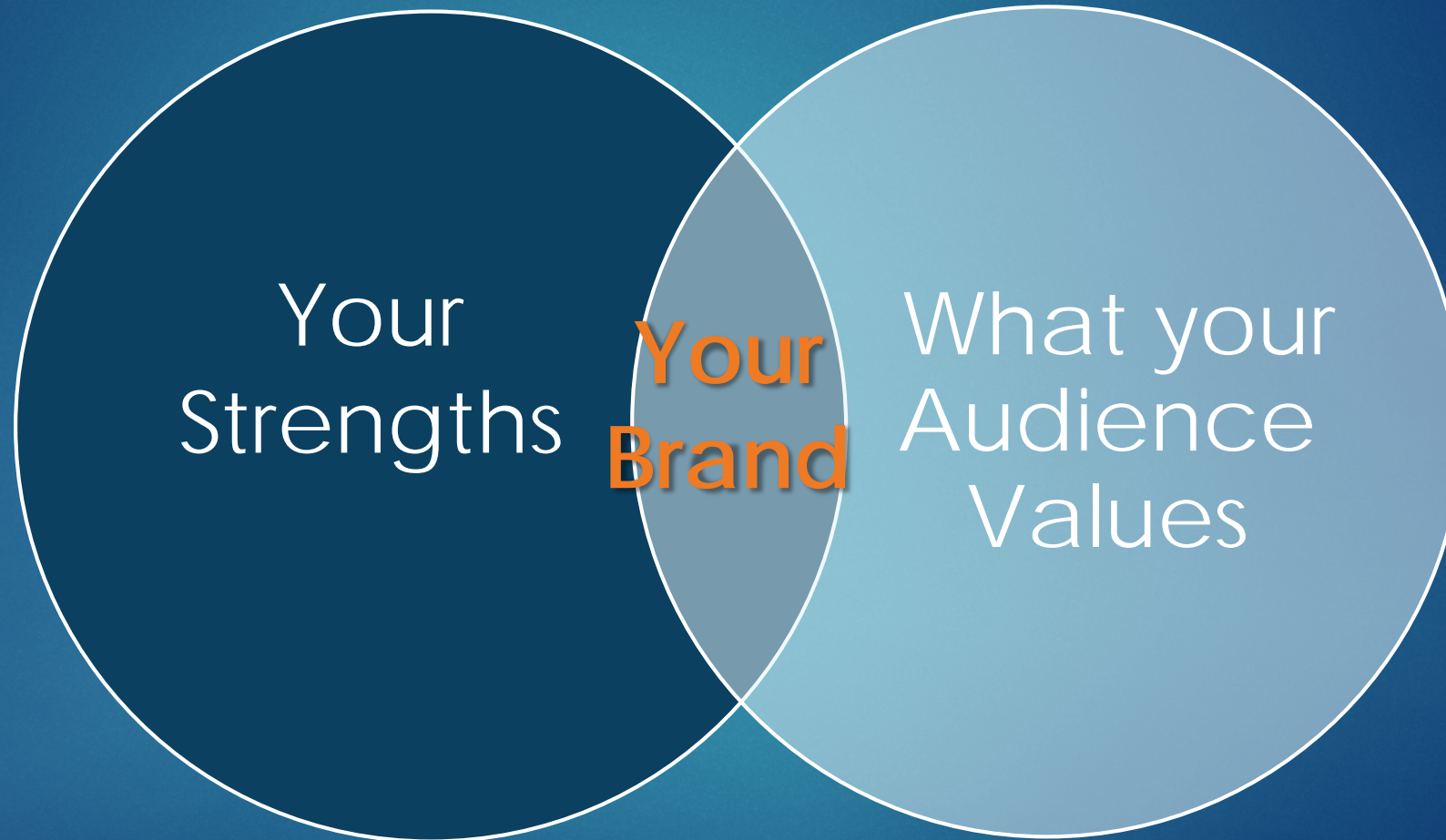
A Brand IS

The sum total of all existing associations made with your institution.

The sum of what people think of your institution and expect from you.

What resides in the hearts and minds of your audiences.

A Brand IS



The Good News Is

You can influence and shape what your audiences think.

Branding helps build your reputation and gain mindshare and market share.

Branding connects the institution to its audiences and strengthens the relationship between them.

Why Develop a Strong Brand?

Unifies campus around a common vision and purpose

Authentically shares the institution's qualities, values, and strengths

Integrated communications speak with a clear, uniform "one voice"

Communicates a positive, strong image – not fractured by "one-off" messages

Why Develop a Strong Brand?

Provides a greater reach to all audiences

Increased impact for the marketing \$ spent

Provides clear direction for creative/message development

Builds pride and loyalty among audiences

Increases top-of-mind awareness

Deliver the Promise, Live the Brand

Deliver the promise

At every touch point

What you claim to be and the constituents' experience must match

Reinforce the brand at every interaction

Challenge: Faculty Buy-in & Adoption

Mixed reviews

Commercialization of higher ed

Superficial marketing concept

Ann Weaver Hart, University of Arizona



Biggest, Most
Pleasant Surprise

"...how strongly faculty
have embraced our
brand strategy."

Process

Brand Steering Committee

Brand Assessment

Reputational Research

Qualitative

Quantitative

Brand Workshops

Process

Messaging Framework

Visual Tools

Testing

Town halls

Brand Guidelines

Clichés in Higher Ed Marketing

TAAT

Three and a Tree

TAATPTDPF

Three and a Tree



Two Dudes Playing Frisbee

Cliché No. 1: Three and a tree.



Studious and social!

This is the magic formula for student recruitment — and an acknowledged motif in higher education. Three happily studious friends gather in the shade of a great oak with a laptop and/or a textbook. It's a thing. And we stumble upon these scenes all the time IRL. Our *entire campus* is a designated botanic garden with multitudinous outdoor gathering spots and cozy nooks. It's pretty inviting. No, the weather isn't always perfect. But when the sun is shining, the Quad is a delight.



Actual reading spots.

