

Upper Iowa University Strategic Planning

Brand and Communications Report, Public Comments & Response

Committee Members:

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BRAND AND COMMUNICATIONS COMMITTEE

Fedelina Madrid-, Committee Chair

Victor Clark, Betty Firth, Joel Kunze, Barb Schultz, Randy Snyder, Kathy Wenthold

The following process will be led by the UIU marketing and communications team and include the collaborative input from the above committee and representatives from the athletics, international, student development, admissions and alumni and development divisions.

Note:

The following phased approach is anticipated to fall within the 1-3 year timeline for completion.

Phase I: Investigation and Training

To begin the process of developing a branding strategy for the university, it is necessary to move through a series of phases.

The first phase is the investigative and training phase. This will include data collection from our UIU community of faculty, staff, students and key internal partners.

Following this perceptual data collection we will then proceed to the development of a training phase, which will help us communicate what branding is and why it is important. This is where we will be addressing the concerns, questions and suggestions collected from the UIU community of faculty, staff, students and key external partners.

The end of phase I will be the assembly of the brand council, which will be an expansion of the brand and communications strategic committee and the inclusion of a few key individuals from additional UIU divisions.

Phase II: Brand Council

The brand council will then meet in the beginning of phase II and discuss the process for developing our primary data collection instruments from our key target student populations and various key influencers such as employers, parents, high school counselors, coaches and others.

Following our data collection we will ~~then~~ convene our brand council to discuss the analysis from our primary data collection. We will develop our key messaging, design elements and material review process to assure a quality, clear, concise and consistent message and image presentation.

Phase III: Brand Communication

Finally, once we have developed our infrastructure and determined our review process and procedures for use of our branding elements, we will proceed with the planning for the launch and communications plans to communicate the brand resources available to the UIU community for their use.

PROGRAMMATIC PRIORITIES:

1. **Need for brand development training for UIU community** (faculty, staff and students) to allow for dialogue and a stronger understanding of the branding process to encourage positive participation.
 - a. **Programmatic Priority:** Create a training program lead by the Marketing and Communications Department to educate the UIU community about the process to develop a collaborative branding strategy and its value.
 - b. **Resource Requirements:** Time, Money and Personnel (see budget for costs). Develop training program led by the marketing and communications team to present to the UIU community to address what branding is and why it is important and communicate the process other institutions have gone through as we develop our strategy together through our committee.
 - c. **Action Assignments:** Collaboration team training led by the marketing and communications team and including the university community of faculty and staff representatives from both the residential and extended university teams, athletic and international membership. This would also include the Statmats research team to do the data collection after the planning priorities and strategy has been set.
 - d. **Timeline:** Implementation time of 1-3 years

2. **Need to examine the UIU community attitudes toward the value and cost of using modified versions of our logo** and or moving away over time from our current logo which our group does not feel effectively represents a 150 year old institution of higher learning.
 - a. **Programmatic Priority:** Investigate UIU community attitudes toward the current logo regarding its representation of our institution and/or the need to redesign it and if so what would be the process and cost.
 - b. **Resource Requirements:** Time, Money and Personnel. Note: This can be addressed with the recommendation of the training in item 1 above.
 - c. **Action Assignments:** Collaboration team led by marketing and communications division and including the residential and extended university community of faculty and staff representatives, facilities/logo store and athletic and international membership.
 - d. **Timeline:** Implementation time of 1-3 years

3. **An increasing level of impressions and messaging has begun to create a positive impact in our target markets, but we now need to develop a more comprehensive collaborative effort to increase our levels of awareness.**

- a. **Programmatic Priority:** Develop a collaborative marketing plan across the university to build upon the already underway planning to coordinate a stronger collective presentation of the university across our various markets.
 - b. **Resource Requirements:** Time, Money and Personnel
 - c. **Action Assignments:** Collaboration training led by marketing and communications team and including the residential and extended university community, faculty and staff representatives and athletic and international membership. (Brand Council / Committee can take this on as the coordinating body led by Marketing and Communications)
 - d. **Timeline:** Implementation time of 1-3 years
4. **Competition. Having several competitors makes the task of differentiation all the more difficult.**
- a. **Programmatic Priority:** Conduct primary research to analyze our competitors and determine our best positioning strategy.
 - b. **Resource Requirements:** Time, Money and Personnel
 - c. **Action Assignments:** Collaborative planning with the marketing and communications department and the extended university and the athletics and international division offices.
 - d. **Timeline:** Implementation time of 1-3 years

Upper Iowa University Brand Communication Budget Requirements		
Programmatic Priority	Description	Budget
Priority		
Programmatic Priority: Create a training program lead by the marketing and communications department to educate the UIU community.	Campus Engagement and Brand Assessment <ul style="list-style-type: none"> • Pre-visit data and document review (led by the collaborative action team and will include Stamats support for primary data collection) • Up to one day on-campus project planning and facilitation meeting by Stamats team • interviews and focus groups with students, faculty, and staff • Distribution of a Web-based survey to internal audiences • Competitor brand position assessment • Completion of the Campus Engagement Scorecard Action Assignments: Collaborative team – RU, EU, Faculty , Athletics, Student Development, Admissions and Alumni and Development. Stamats to do the primary data collection.	\$37,900

<p>Programmatic Priority:</p> <p>Conduct primary research to analyze our competitors and determine our best positioning strategy</p>	<p>Brand Clarification and Development</p> <ul style="list-style-type: none"> • Presentation of Campus Engagement and Brand Assessment findings (including external research); presentation of initial brand promise options and finalized through group selection during meeting. • Promise testing via Web with students, faculty and staff <ul style="list-style-type: none"> o Five minute survey o Sent to up to 10,000 potential respondents o Client provides list • Follow-up on-site (half-day) presentation to finalize promise and attributes • Brand portfolio <ul style="list-style-type: none"> o Brand promise o Brand rationale o Brand attributes and matrix o Proof points <p>Action Assignments: Collaborative team – RU, EU, Faculty , Athletics, Student Development, Admissions and Alumni and Development. Stamats to do the primary data collection.</p>	<p>\$28,500</p>
<p>Programmatic priority</p> <p>Develop a brand communications plan to determine how we communicate our brand image to our target audiences.</p>	<p>Brand Communication Strategy</p> <ul style="list-style-type: none"> • One-day campus visit by Marcom and Stamats team to develop plan foundation and work with team to identify/prioritize target audiences, complete communication briefs for each target audience, and develop resource allocation matrix overall and for each audience; also conduct preliminary discussion regarding internal and external launch strategies • Marcom and Stamats writes the first portion of the plan off-site • One-day campus visit by Marcom and Stamats to finalize plan • Deliverable: A brand communication strategy that outlines internal and external communication efforts <p>Action Assignments: Collaborative team – RU, EU, Faculty , Athletics, Student Development, Admissions and Alumni and Development. Stamats to do the primary data collection.</p>	<p>\$19,100 plus the cost of creating, developing, printing, placement, etc.</p>
<p>Staff position - Director of Communications: additional position will serve to support branding and business development</p>	<p>\$35,000 salary, \$17,000 travel, benefits, and equipment. This will be an ongoing position and not a one time cost.</p>	<p>\$52,000</p>

		\$137,500
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BRANDING COMMUNICATIONS REPORT COMMENTS

Comment 1: Welcome from Fedelina Madrid - VP from MarCom and Brand and Communications Chair

Dear UIU Community,

Thank you for your time and attention to our efforts to develop our UIU brand across our various areas of influence. I hope you will provide us with your feedback. Please remember all feedback will be considered.

Why is branding important? Every time someone mentions Upper Iowa University or they see our logo, advertisements, promotional material or attend one of our classes, commencement ceremonies or special events, they will be establishing a perception of who we are based upon our communications to them in print, visual format and key messaging.

Since 1857 Upper Iowa University has been building our reputation and our quality message, and now we are establishing a formal Brand Standards Guide . We understand our brand is much more than a logo or a collection of pre-approved templates, it is our image and it is our reputation we are communicating, and it must be managed with great care.

As a community UIU Faculty, Staff, Students, Alumni, and our many valuable partners communicate and can enhance our University's image through clear, concise and consistent quality messaging in their respective environments.

To help our many UIU community members stay on point regarding our brand messaging the Marketing and Communications department along side the Executive Brand Council have the task of growing our and developing our brand guidelines and this process is the beginning of this great work, which will take several months to complete and then include ongoing refinement as our university and competition and our target audiences all change over time.

Thank you for doing your part to contribute to this process. I look forward to your comments and suggestions.

Fedelina Madrid,

Comment 2: 03 October 2007

While I would like to “engage in a campus-wide dialog” as requested by Dr. Walker, I note that these pages are accessible to the general public.

Although we have nothing to hide, this dialogue may prove to be more dynamic and effective if taken off-line. While the general public can be privy to the process itself, would it not better serve the university to keep the content at this point within the university community?

I submit this comment with the utmost respect for our historic values and institutional heritage.

DSerra

END OF BRANDING COMMUNICATIONS COMMENTS

Branding and Communications Team

No response to the public comments was necessary.