

**Marketing & Outreach Committee
January 28, 2004**

Meeting Minutes

A special “webinar” meeting of the MOC was held on January 28th. The seminar was coordinated by STAMATS Communications with Dr. Bob Sevier presenting.

MOC members in attendance –
Patty Scogin, Loretta Edelen, Bonnie Spanogle, Cile Spelce, and Kathleen Christensen (Plus fifteen other professional development participants)

Building a Brand that Matters: Understanding the Four Critical Elements of a Successful Brand. Virtual Seminar

- Step One: Make a promise that matters.
- Step Two: Communicate your promise
- Step Three: Live your promise
- Step Four: Strengthen your promise

Notes:

Why do students choose a school?
Not cost, value, program, quality, or location, but your reputation for these.

If you are not known for something, you aren't known for anything.

What is a brand?
Promise you make to student.
Promise expressed as a benefit
Are people willing to pay for it?

A strong brand leaves out a lot more than it leaves in
People have to be aware of you
Awareness and relevance are essential for effective brand marketing
Not about persuasion - You must not only be well known, but well loved.
Connect with your target audience – make them say “ah ha”
Find people who are interested, not who need to be persuaded.

Brand marketing – top of mind, name recognition, awareness
Direct marketing – generate response
Customer Relationship Management – retention, make customers for life

Group discussion (consensus of people in room)
Question – Of the 5 choices outlined below, which single one represents the biggest impediment you face when it comes to building a brand.

- #1 Lack of vision (1/2 room)
- #2 Funds (1/2 room)
- #3 Internal Politics
- #4 Leadership
- #5 Staff

More than dollars

It's not necessarily about new money, but the challenge of spending what you have in a focused, integrated manner. The entire institution must agree and be on the same page. Coordinated, maximized dollars should be spent on one overarching brand marketing strategy. Dilution is not strength.

Step One: Make a promise that matters.

It must be important, believable, and distinctive.

How well you live something out makes you distinctive.

What needs do they expect you to fill?

How do you prove it?

Where the marketplace needs and the part of your mission that matters to your target merge = your brand.

Focus on your most important attributes, a certain kind of student, a certain delivery method, and/or target geography.

What do they expect from you?

What relevance do you have to them?

It's only important if they're willing to pay for it.

They believe in the institution/heartfelt

Promise development test

Make 3-6 wildly different and distinct promise statements (not taglines)

They must be true

They must be important, believable, and distinctive

A promise test is not about determining which is most popular or whether you like them; it is about which is most believable.

Must be understandable and true

Select a singular brand promise...stick with it.

Creating awareness

Predictable

Surprising

Courageous

The Brand Portfolio – Brand Promise

Brand Rationale – explanation

Brand Attributes – benefits, three or four words or phrases

Tagline – derivative of brand promise

Graphic Identity Program - All areas of your institution must be a part of a larger team

Cannot be territorial – Those who feel they need their own identity are usually ego driven, not strategy driven.

If everyone is not willing to play on the same team, the rest of this doesn't matter.

Brand identity – a verbal and visual representation of your brand promise

Graphic standards

Elevator speech

Standard paragraph

Step Two: Communicate your promise

Messages must be relevant, repeated, remembered

Who are the audiences that matter most? You can't be all things to all people.

Everything from advertising, to web, to publications, to high school visits, to building signage must be saying the same things.

Courageous creative gets noticed. Predictable creative is the most expensive because no one ever notices it.

Take the time to show people in the inside (internal) before going public. Create buy in. Not veto power.

Step Three: Live your promise

Staff training and development

Secret shoppers

What does this promise mean to how you run your area of the college?

Step Four: Strengthen your promise

Communicate it better

Live it more completely

Repeat it more often

Your goal should be to become indispensable

Final Question: What three things need to be done here before we can initiate our brand marketing strategy? What do we need to fix now?

Recommendations –

STAMATS Report Card
Literature provided in Bibliography