

@vispoint // @mattydubb3



How NC's Oldest Community College

Sparked

a **Brand**

Transformation

(and How You Can Too)



Setting Expectations

You should learn something

Keep it casual

Feel free to interrupt/ ask questions

I'll share these slides after the presentation

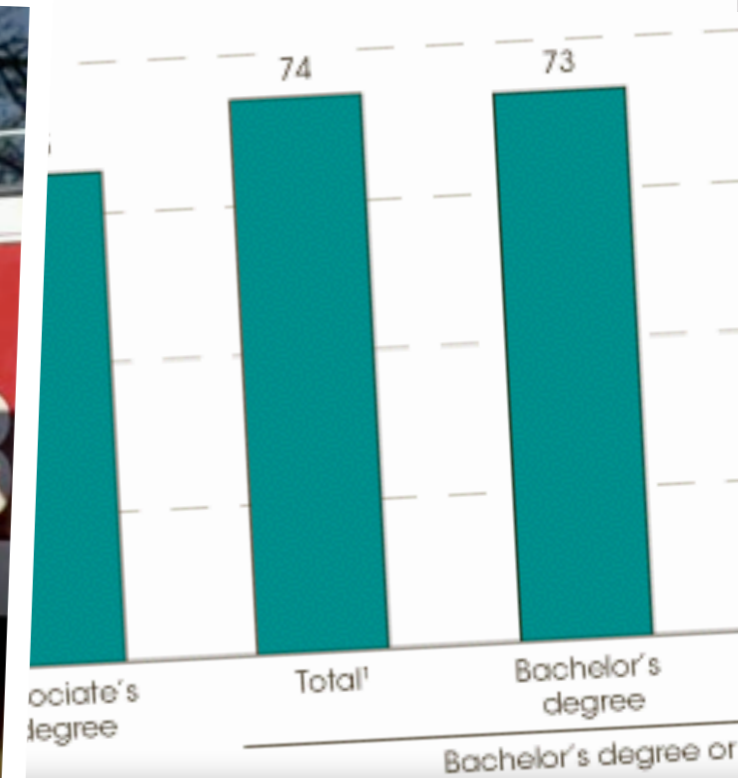
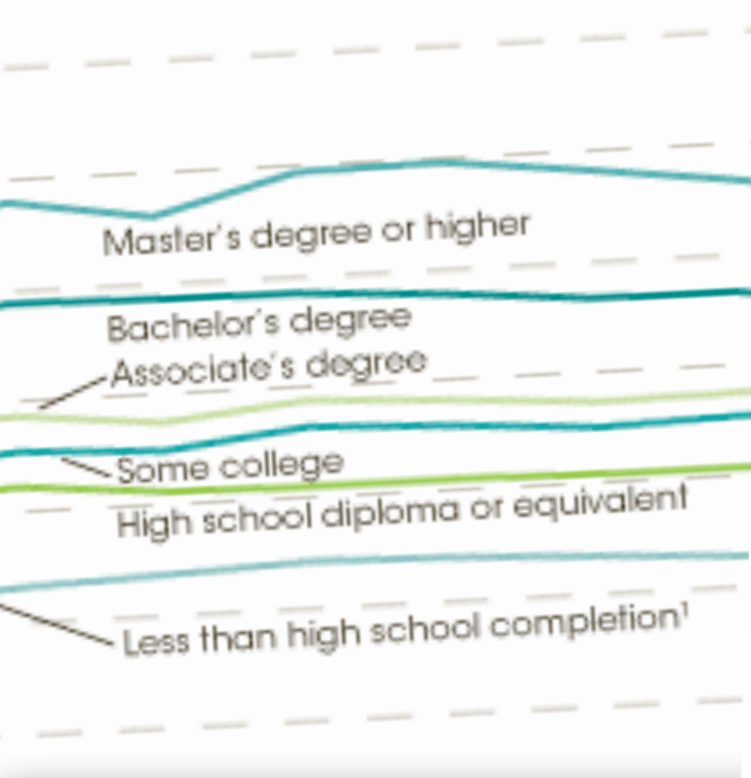
A photograph of a modern, multi-story building with a light-colored facade and horizontal slats. The building is set against a blue sky with scattered white clouds. In the foreground, a tan-colored horizontal band features the text "COMMUNITY COLLEGE" in blue, raised, sans-serif capital letters. The building's architecture includes vertical white columns and a series of horizontal slats that create a rhythmic pattern across the facade.

COMMUNITY COLLEGE



Challenges (abridged)

- A lack of awareness and appreciation for the breadth, quality and value of the college's offerings
- No clear and compelling brand promise (all things to all people)
- Struggling to reach and motivate audiences to engage with the college (enroll, give, advocate, etc.)
- General misperceptions about what's happening over there, what COA has to offer.



Community colleges are “one place where we are out in front of other countries.”

– Richard Riley, former U.S. Secretary of Education





KNOW THIS:

Even the U.S. Commander in Chief touts the benefits of community college.

According to President Obama, they're the **“unsung heroes”** of our education system.

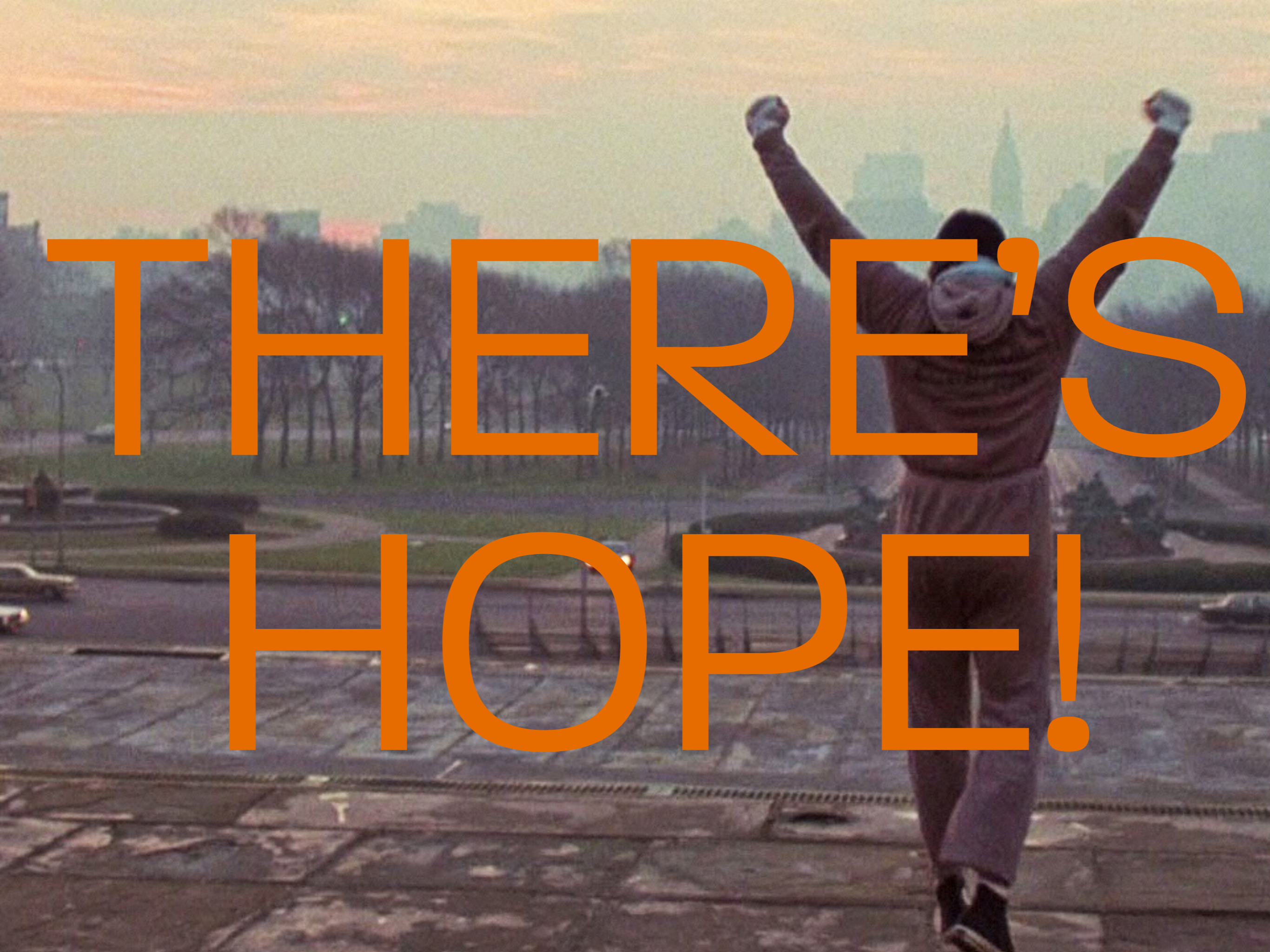


“If people only knew...”



Marketing Budget





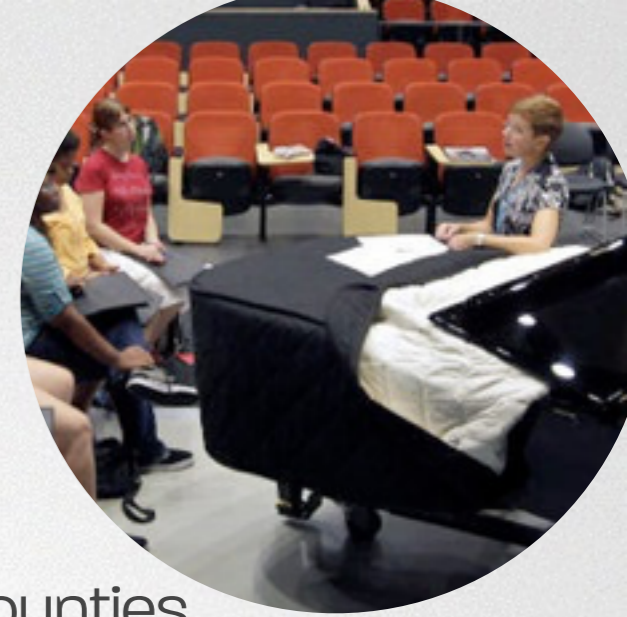
THEY'RE'S
HOPE!

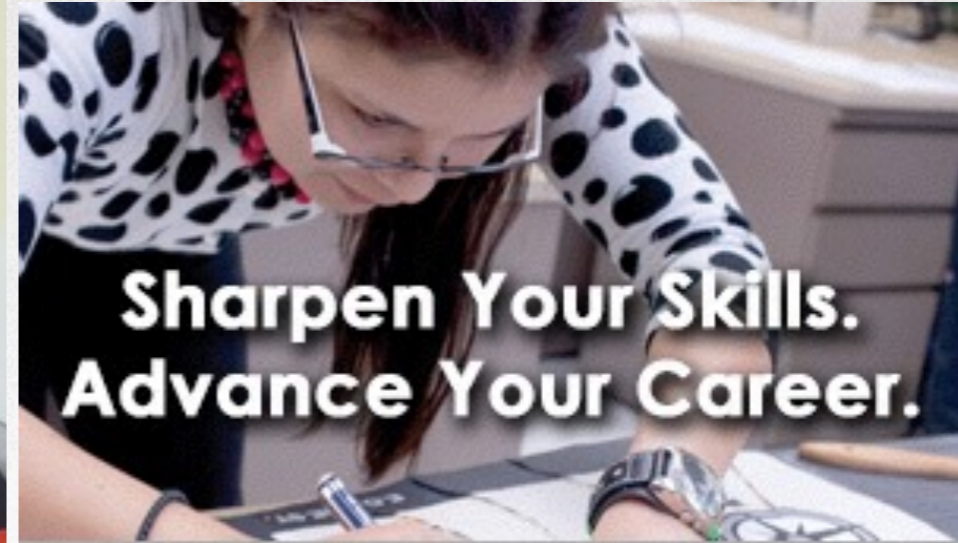
First, a look back...



About College of The Albemarle

- North Carolina's oldest community college - 1957
- COA has a large and diverse service area: 4 campuses across 7 counties
- Strong reputation among people who've experienced the college first-hand
- High academic quality, particularly in four-year transfer, nursing and aviation
- Passionate, dedicated faculty and staff that provide a positive student experience



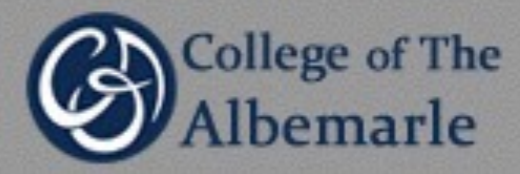


**Sharpen Your Skills.
Advance Your Career.**

Workforce Development & Continuing Education

[Learn More](#)

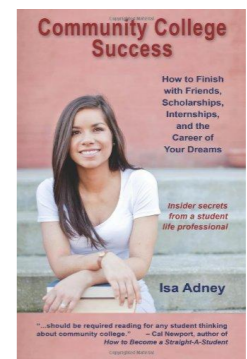
(252) 335-0821



Your best first choice!

“Community College is not a second-class education. Community College is a first class opportunity.”

Isa Adney, Community College Success



**Think Smart
Save Money
Enroll at COA!**

[Learn More](#)



Think Smart
Save Money
Enroll at
[Learn More](#)
(252) 335-
College of The Albemarle



What is a 'brand'?



**A GREAT
BRAND IS A
GREAT
STORY.**



A **BRAND** is the
essence of **one's**
own unique story.

The key, though, is reaching down and pulling out the authentic, unique "you". Otherwise, your brand will just be a facade.

WHAT IS A 'BRAND'?

Brand: a person's perception of a product, service, experience or organization



Apple

http://www.apple.com/

Store Mac iPod iPhone iPad iTunes Support

Revolutionary

The new iPad

Watch the new iPad video

Watch the new iPhone TV ad

Great HD content, AirPlay, and more on your widescreen TV. \$99.





=

innovative

stylish

intuitive

cool

casual

easy-going

friendly



A **BRAND** is not a
campaign.



People aren't
sure what to
think of you.



You don't really
have a **BRAND**.



PRIMA

Concord Mills, NC

SEPT 18-19

A stack of old, leather-bound books is shown, with the pages of the top book slightly open. The pages are filled with handwritten text in a cursive script, likely Latin. The text is somewhat faded and difficult to read, but some words like 'generis', 'magnum', and 'tibus' are visible. The books are arranged in a stack, with the top book being the most prominent. The overall tone is warm and historical.

**A GREAT
BRAND IS A
GREAT
STORY.**



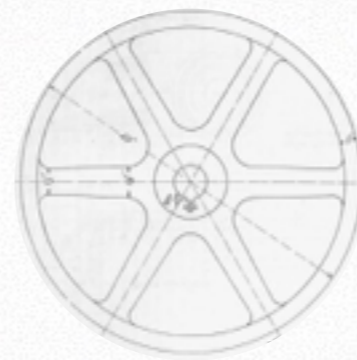
Brand Development Process



Research



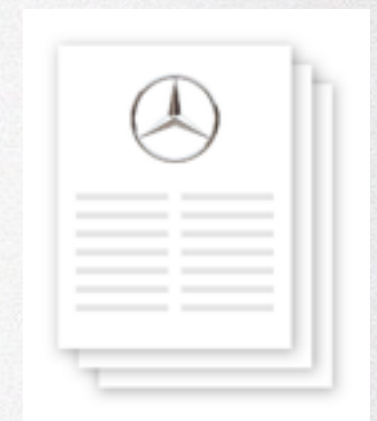
Attributes &
Pillars



Logo Concepts



Logo Refined



Documentation

RESEARCH METHODS & FINDINGS



Research Tasks

- Competitor Analysis
- Content & Website Audit
- Social Media Audit
- Current Marketing Materials Assessment
- Brand & Identity Audit
- Stakeholder Interviews & Student Focus Groups



COMPETITOR ANALYSIS

Competitor Logos



Peer Community Colleges





TAGLINES / MESSAGING

Education for You, Wherever You Are

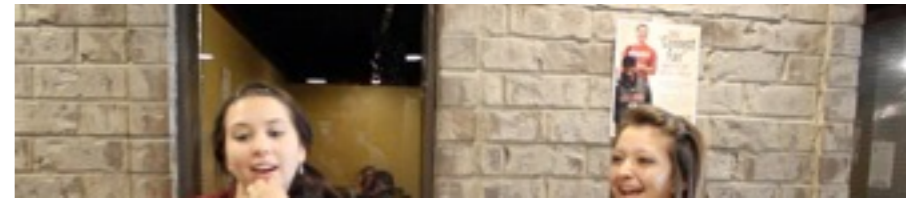
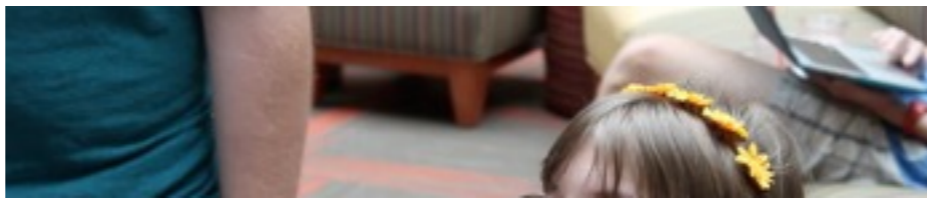
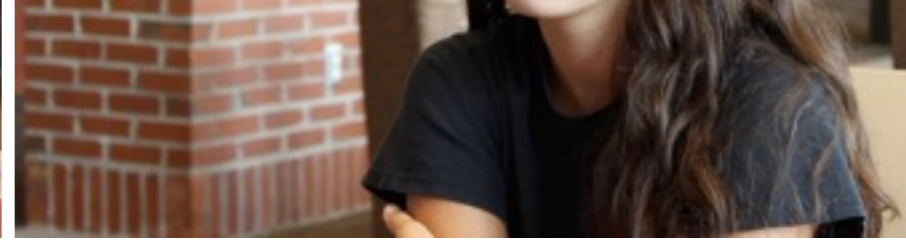
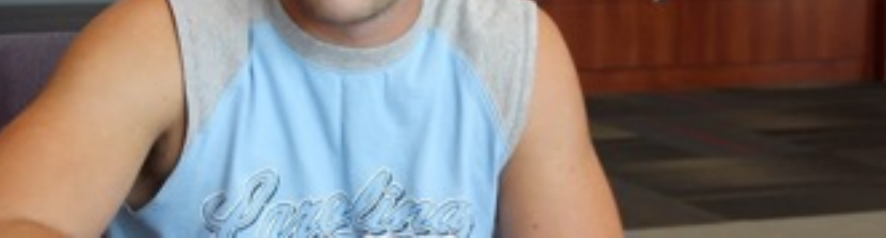
Let Us Make a Scholar Out of You

From Here, Go Anywhere

Our Dedication. Your Journey.



STAKEHOLDER INTERVIEWS





Who We Spoke With

Leadership

Staff

Marketing

Current students

Admissions

Prospective students

Advising

Community members

Faculty



BRAND PILLARS & ATTRIBUTES



Brand Pillars focus on what the college delivers and are typically more about benefits and differentiators.



Brand Attributes can be seen as personality traits that help define the personality or culture of the college.



BRAND MESSAGING WORKSHOP



EXIT

EXIT

EXIT





The Workshop

- Goal: Define Brand Attributes, Pillars and Positioning Statement
- Format: 2-4 hours, up to 25 participants including:
 - Leadership (President, Cabinet, etc.)
 - Senior Staff
 - Faculty
 - Students
 - Marketing/Communication
- Structure/agenda:
 - Pre-work
 - Brainstorming
 - Small group exercises
 - LOTS of white boarding
 - Plenty o' feisty, spirited debate

A word cloud of various qualities and attributes, with the most prominent words being **Transformative**, **Supportive**, **Engaging**, **Academic Quality**, **Passionate**, **Established**, **Accessible**, **Safe**, **Accepting**, **Empowering**, **Impactful**, **Compassionate**, **Caring**, **Trustworthy**, **Dependable**, **Resourceful**, **Life-changing**, **Generous**, **Traditional**, **Well-Rounded**, **Authentic**, **Grounded**, **Approachable**, **Integrity**, **Challenging**, **Hands-On**, **Valuable**, **Formative**, **Community Pillar**, **Secure**, **Aware**, **Service**, **Moderate**, **Encouraging**, **Relational**, **Transitional**, **Comprehensive**, **Tradition**, **Heritage**, **Disciplined**, **Authentic**, **Grounded**, **Pride**, **Leadership**, **Dedicated**, **Student-Focused**, **Trustworthy**, **Involved**, **Aware**, **Friendly**, **Committed**, **Inclusive**, **Supportive**, **Hard Working**, **Caring**, **Trustworthy**, **Engaging**, **Versatile**, **Competitive**, **Credible**, **Adaptable**, **Dependable**, **Diverse**, **Persevering**, **Hands-On**, **Loyal**, **Affordable**, **Engaging**, **Accepting**, **Life-changing**, **Resourceful**, **Selective**, **Safe**, **Relational**, **Valuable**, **Transitional**, **Creative**, **Familial**, **Inspiring**, **Diverse**, **Impactful**, **Community Pillar**, **Accessible**, **Formative**, **Secure**, **Aware**, **Supportive**, **Empowering**, **Generous**, **Comprehensive**, **Tradition**



Brand Pillars & Attributes

PILLARS

- Transformative
- Mentors and Champions
- United in Our Diversity
- Excellence and Value
- Vested and Engaged

ATTRIBUTES

- Spirited and Passionate
- Empathetic and Compassionate
- Trusted and Dependable
- Proactive



What can we own?

PILLARS

- Transformative
- Mentors and Champions
- United in Our Diversity
- Excellence and Value
- Vested and Engaged

ATTRIBUTES

- Spirited and Passionate
- Empathetic and Compassionate
- Trusted and Dependable
- Proactive



Our goal is to take what is truly **unique** and **amazing** about College of The Albemarle and **create a compelling story** out of it.



THE STORY



1. Connections

- COA is both the venue and the catalyst for deep, meaningful connections
 - College to Student
 - Student to Student
 - Student to Future
 - Student to Community
 - County to County
- A bridge - implies movement. You don't need a bridge if you're content to stay still and merely look.
- A bridge - involves trust, support.



2. Surprise

- Like a happily married couple - “No matter how well I know her, she keeps surprising me.”
- Despite and because of longevity, COA keeps getting better.
- It takes genuine care and love to put in the work to keep reimagining yourself, to transform ourselves so we can make transformative difference for our students.
- Students surprise themselves: “I didn’t know I could do that!”
- *LOVE THIS as a potential campaign, but it’s not timeless enough to be a brand. At some point, if we do our jobs well, COA stops being a surprise.*



3. Freedom

- Freedom = choice.
- It's realizing the freedom to choose that transforms students' perspectives.
- Flight - perspective from the air. A new vantage point. Can see new challenges, new possibilities, new perspectives on your life, your family, your community, your future.
- Choose to go or choose to stay.
- Freedom to realize and reach your full potential.



5. Estuary

- Estuaries are places of transition and diversity, places where different species and elements flow together on their various paths toward very different destinations.
- A fertile region - new life and new possibilities that couldn't have sprung to life apart from the unique conditions of the estuary.
- Nurturing environment.
- Students are not only shaped and influenced, but they also actively contribute to the community in ways that support others.
- Estuaries are places of study, beauty, recreation and enjoyment. They are critical to their regions.



Does the story support the brand?

PILLARS

- Transformative
- Mentors and Champions
- United in Our Diversity
- Excellence and Value
- Vested and Engaged

ATTRIBUTES

- Spirited and Passionate
- Empathetic and Compassionate
- Trusted and Dependable
- Proactive



The Catalyst

- Every COA student has an *untapped spark of potential within them.*
- At COA, our passion is to be the catalyst that breathes life into that spark.
- What *appears to be ordinary turns out to be extraordinary.*
- It's the educational experience, *led by faculty and staff who are mentors and champions,* that breathes that flame to life.

VISUAL STORYTELLING



*“A logo is less important than the product it signifies; **what it means is more important than what it looks like.**”*

Paul Rand





**A GREAT
BRAND IS A
GREAT
STORY.**



Pillars

Attributes

Stories

Visualization of Story: Metaphor, Symbol, Myth, Icon, etc.

Transformative

Spirited & passionate

Connector

Mentors & Champions

Empathetic & Compassionate

Estuary

United in our Diversity

Trusted & Dependable

Untapped Potential Catalyst

Excellence & Value

Proactive

Freedom

Vested & Engaged

Untapped Potential

Catalyst

Small flame

Spark

unlit match

Leine

Fire = BIG bang

Exponential growth

Chemist

alchemy

ionic bond

egg (about to hatch)

egg

perm

planting & harvesting

we & water (to feed plants, etc.)

Sprout

seed

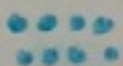
Pearl/Oyster

Hidden/Buried Treasure

VII

COX

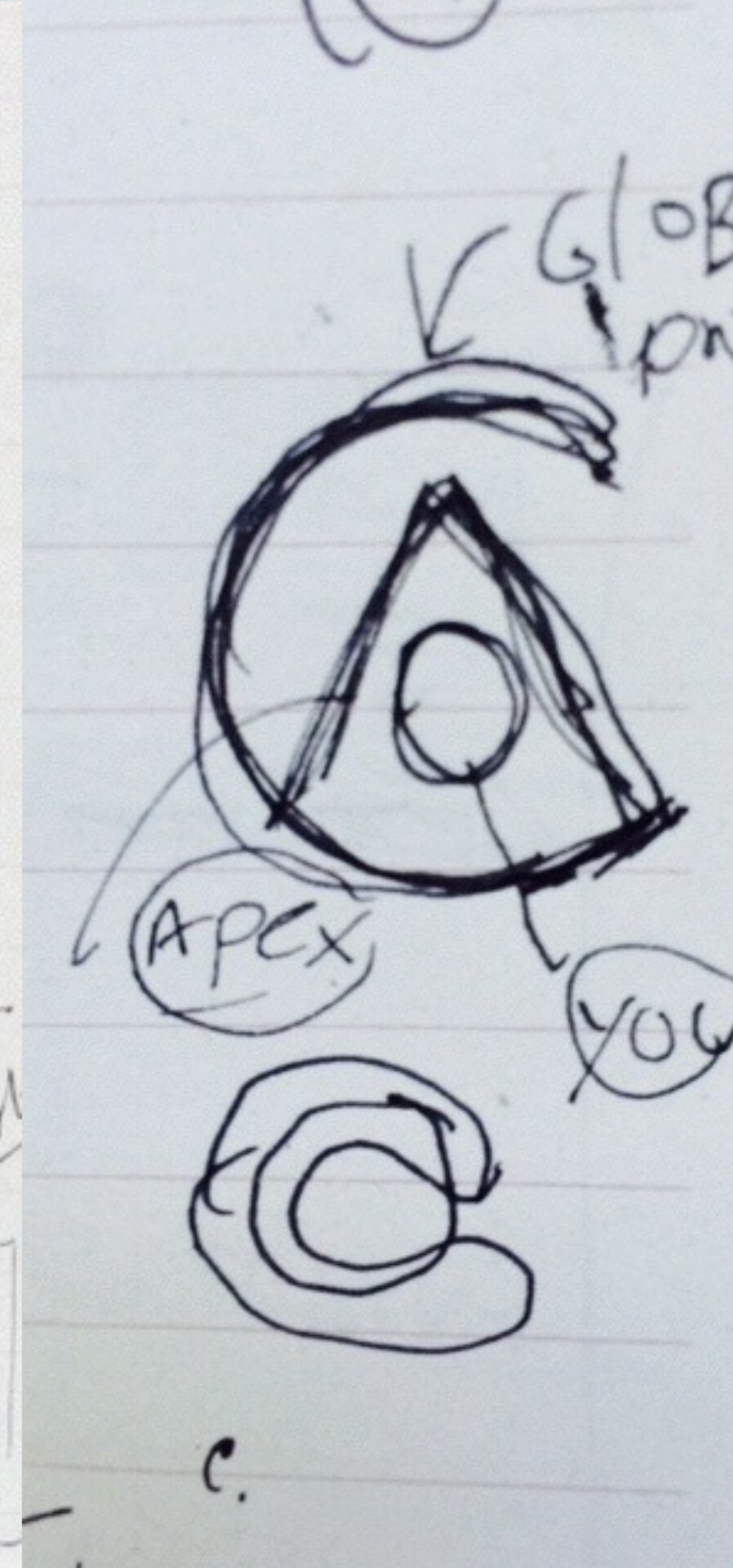
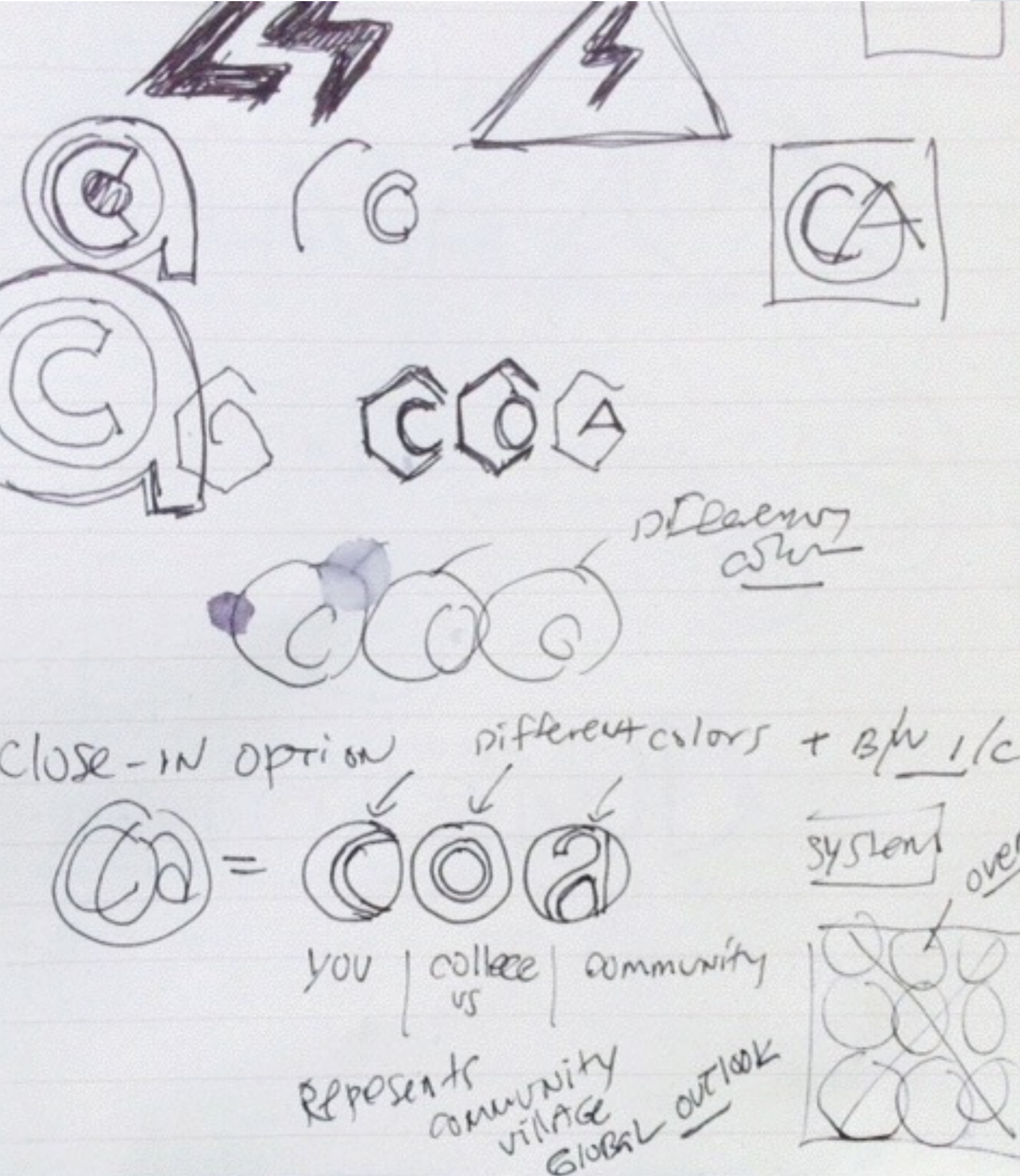
COX

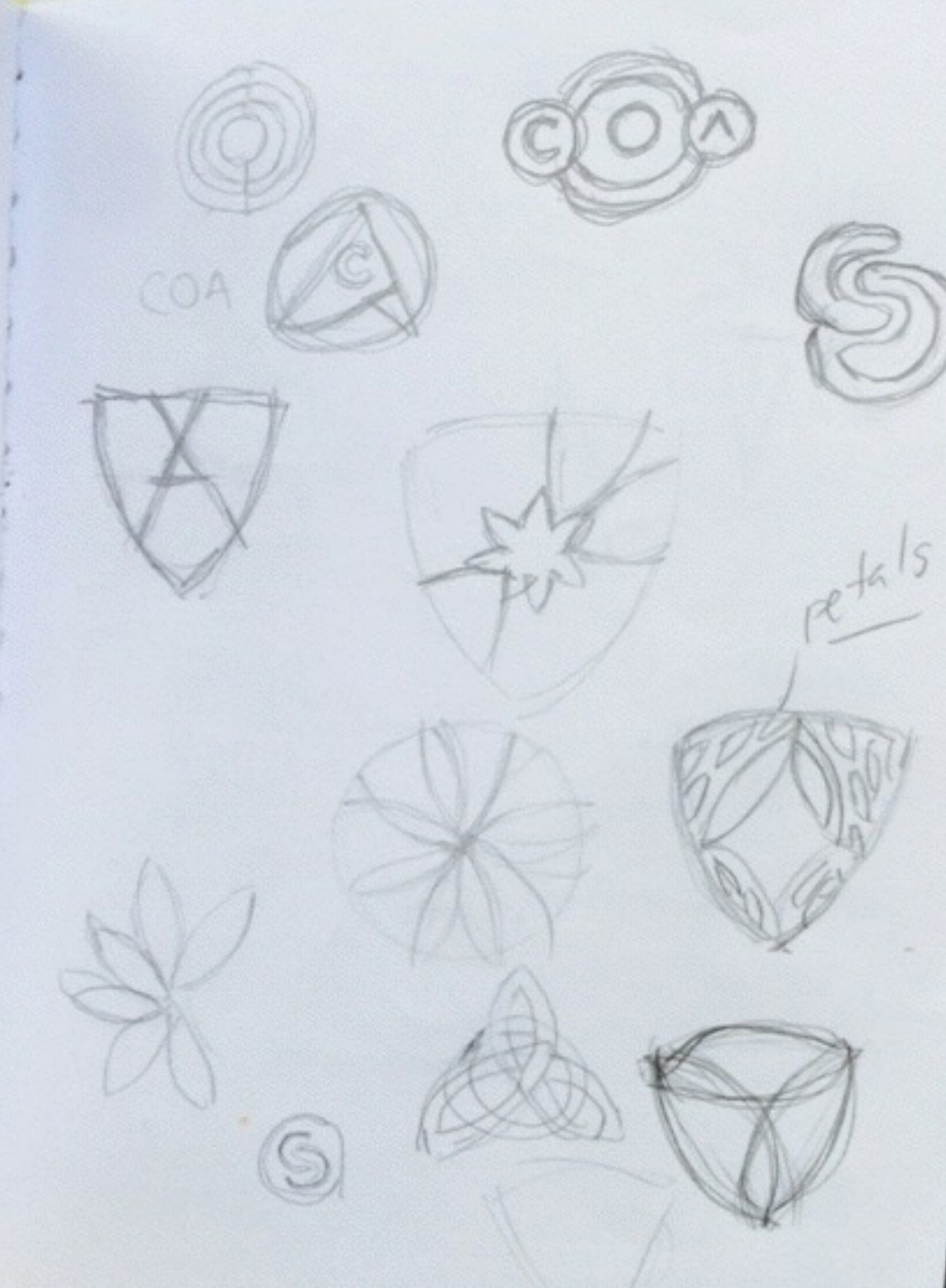


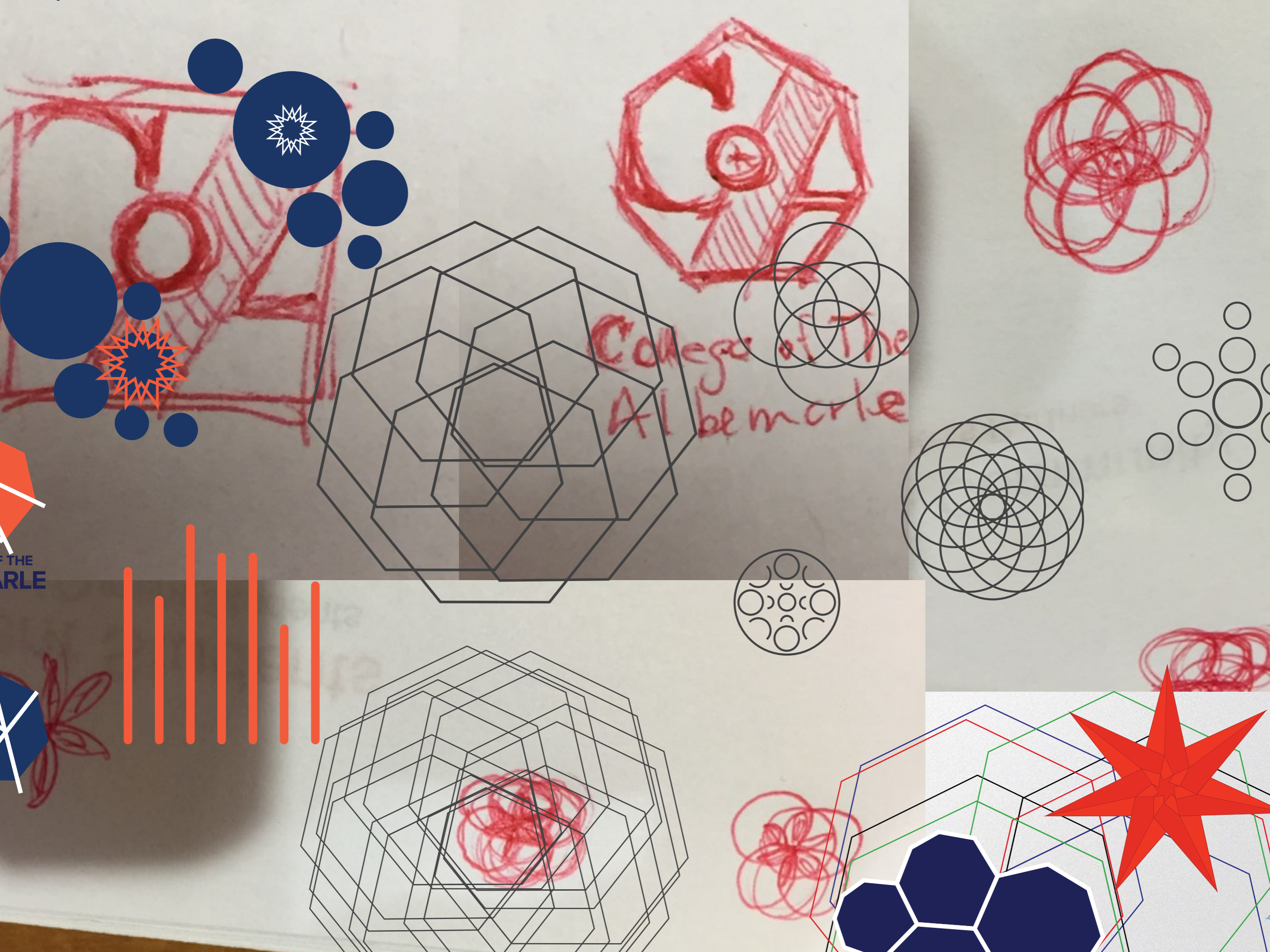
7 days of the week

Scal

7 C







OF THE
ARLE



*The sole focus of each
and every concept and
sketch has been to
serve the story.*



Camden

Perquimans

Chowan

Pasquotank

Currituck

Gates

Dare



Camden

Perquimans

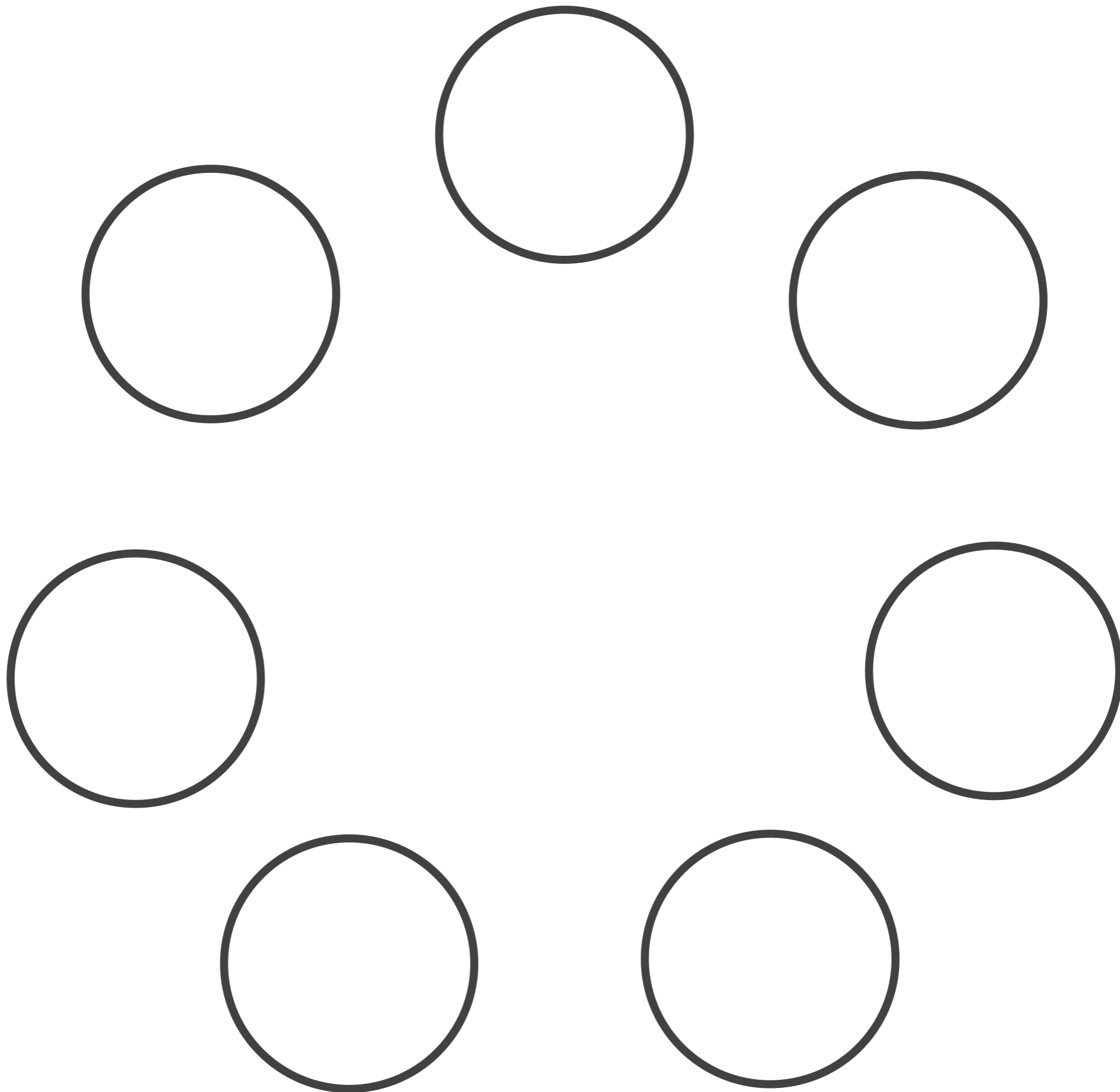
Chowan

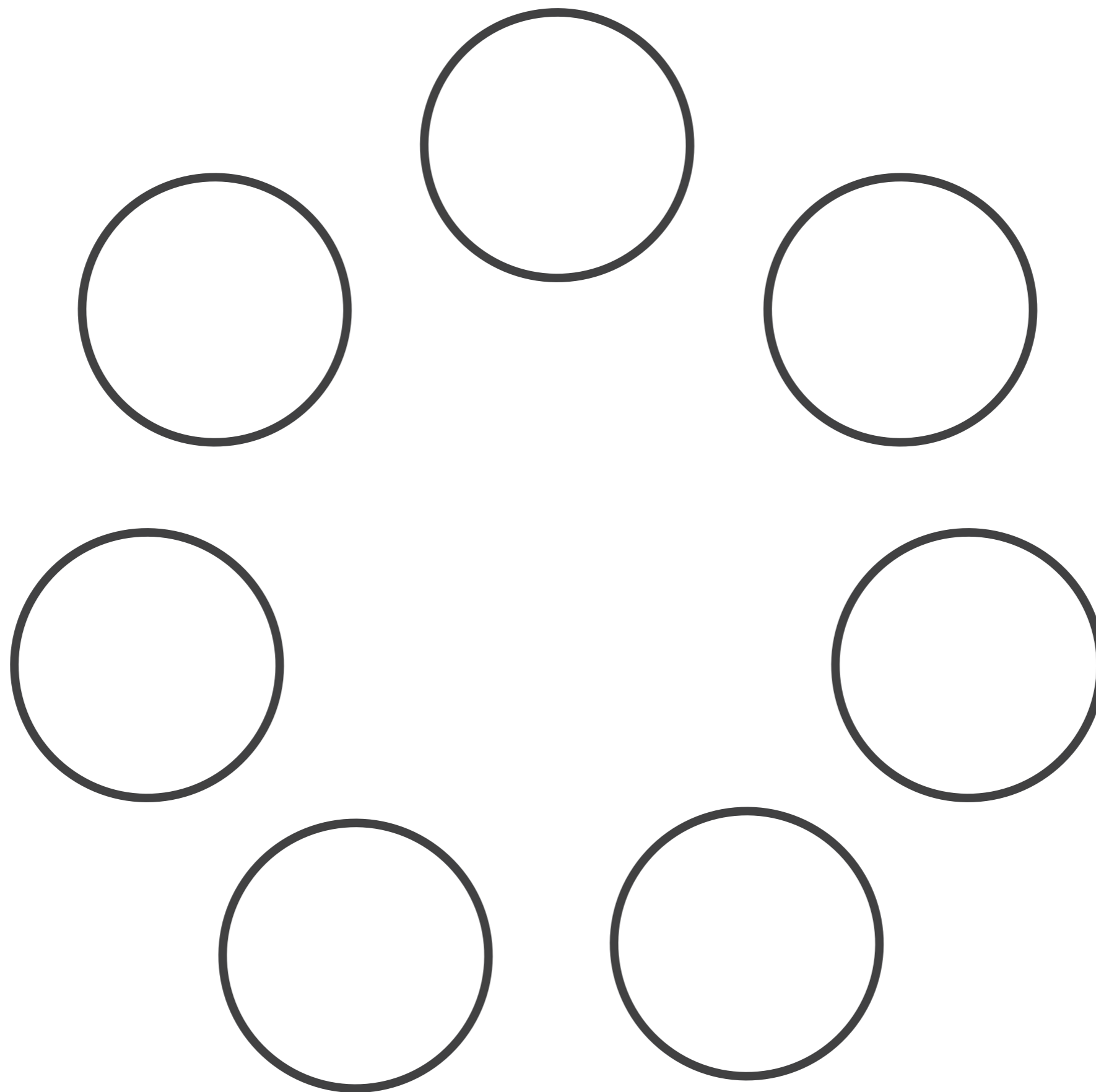
Pasquotank

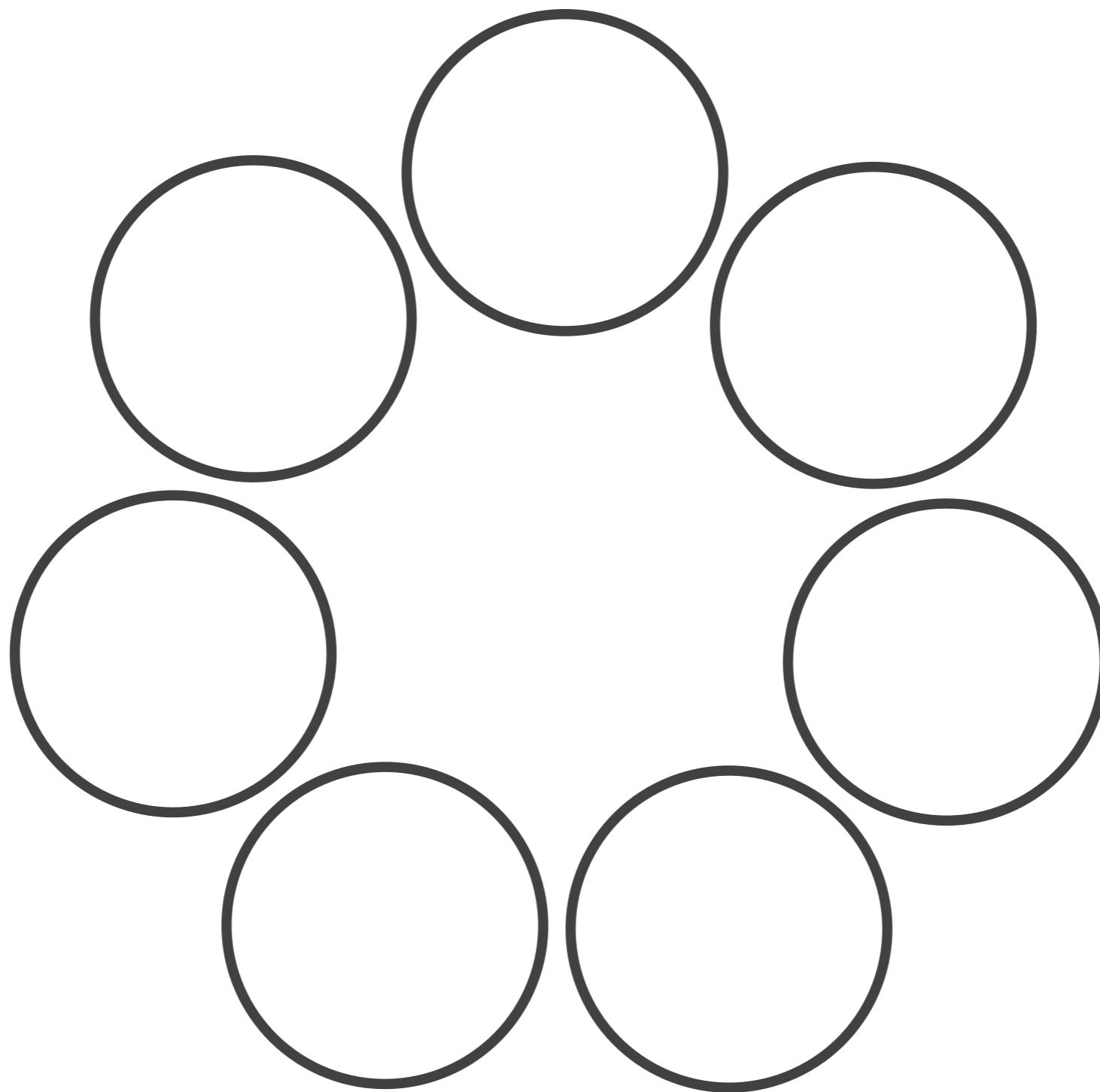
Currituck

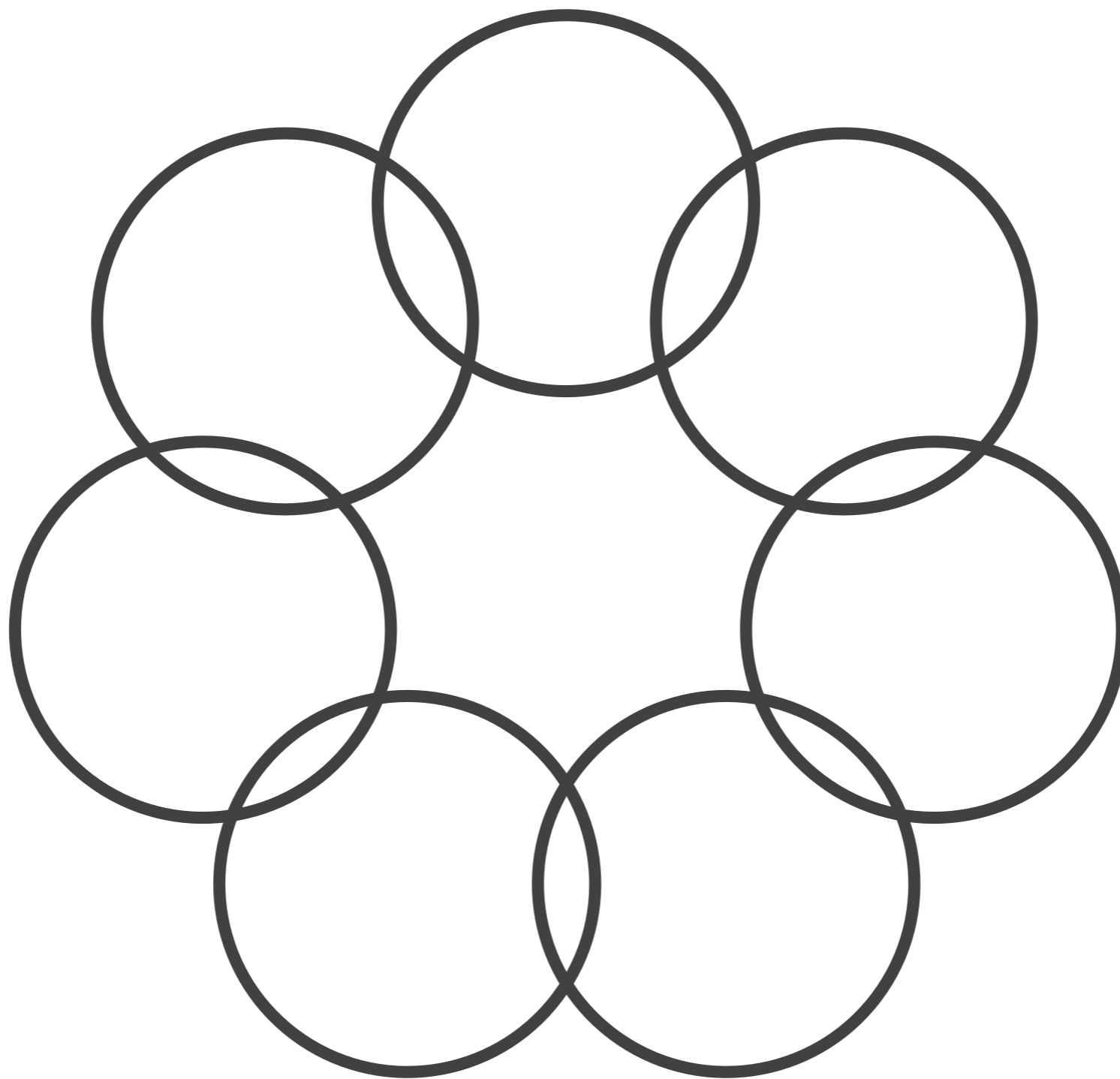
Gates

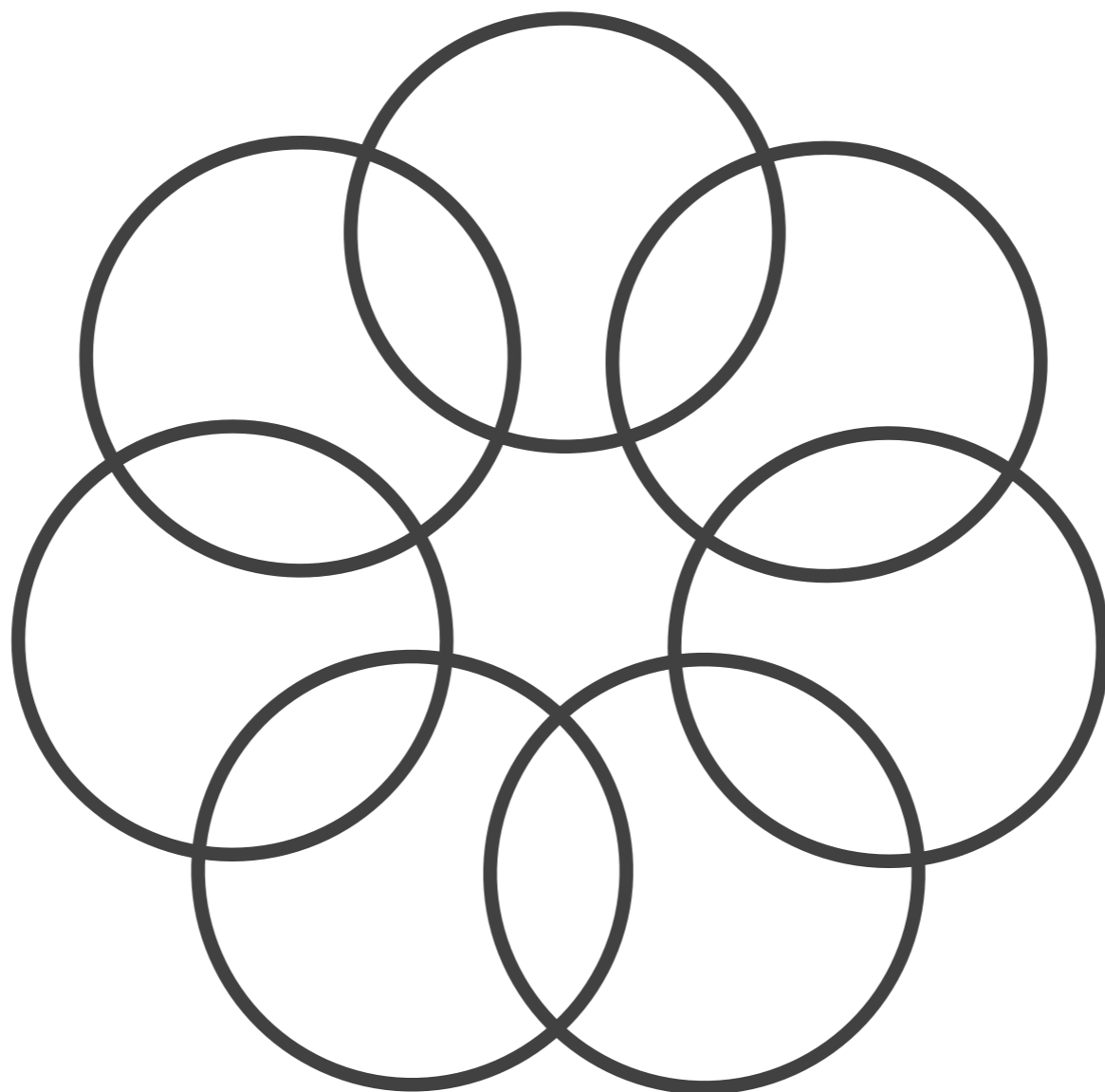
Dare

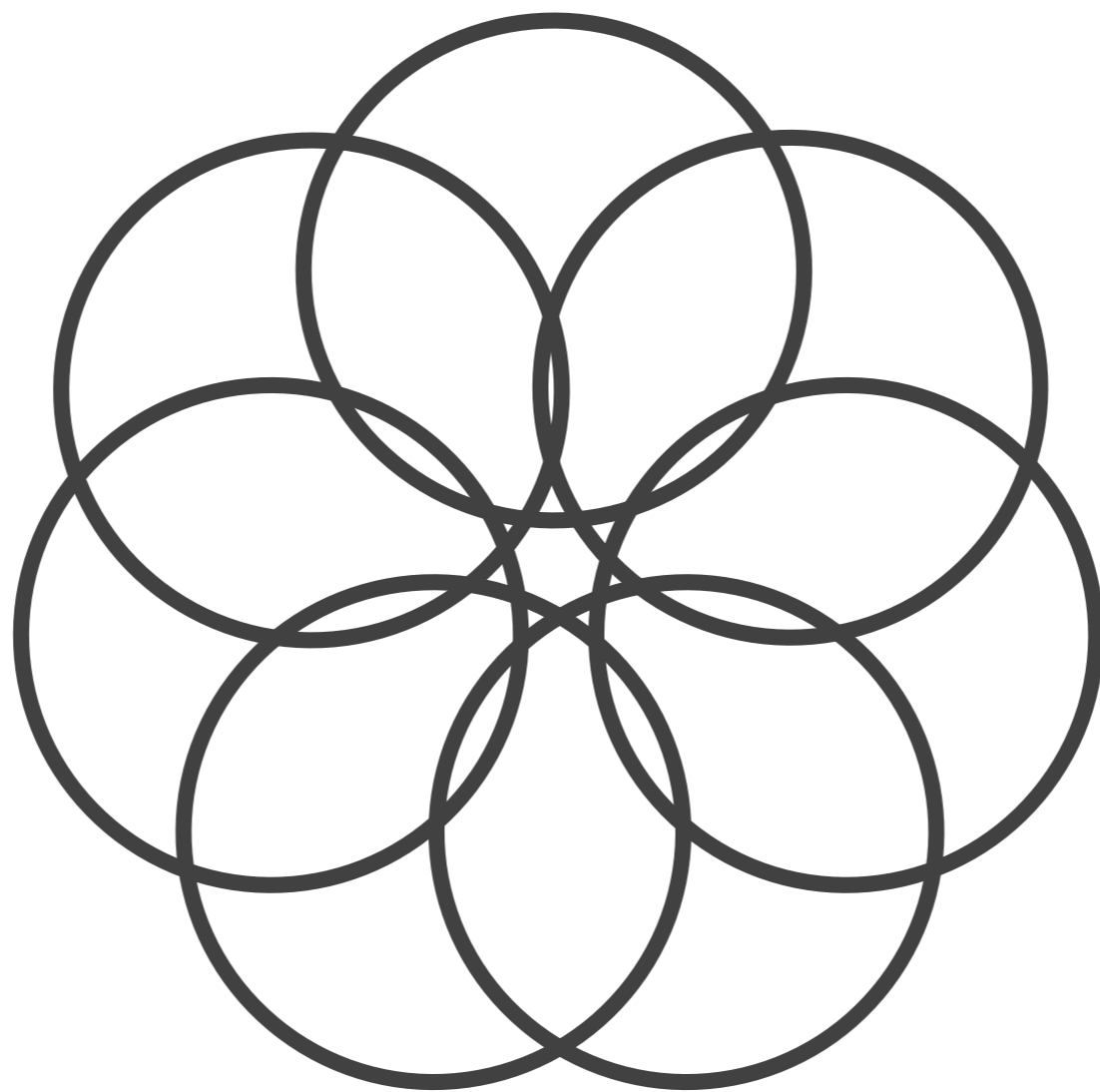


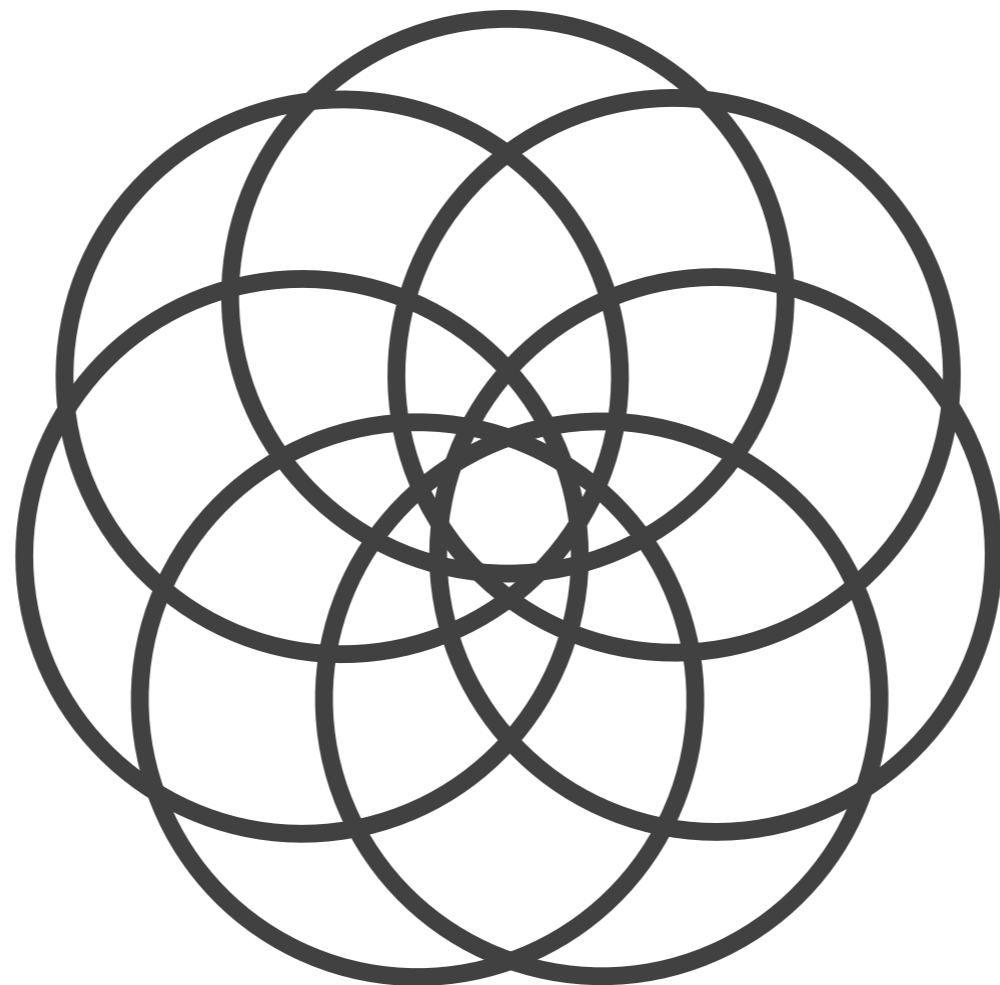


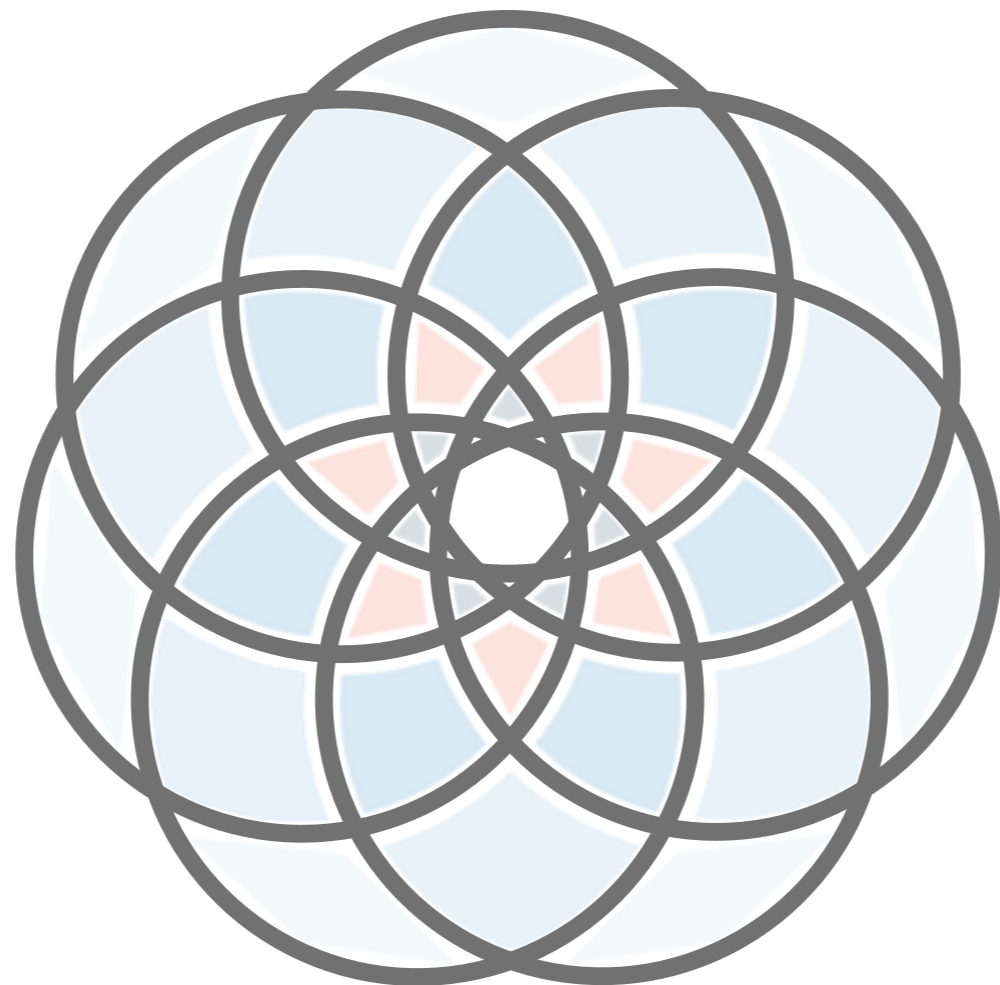


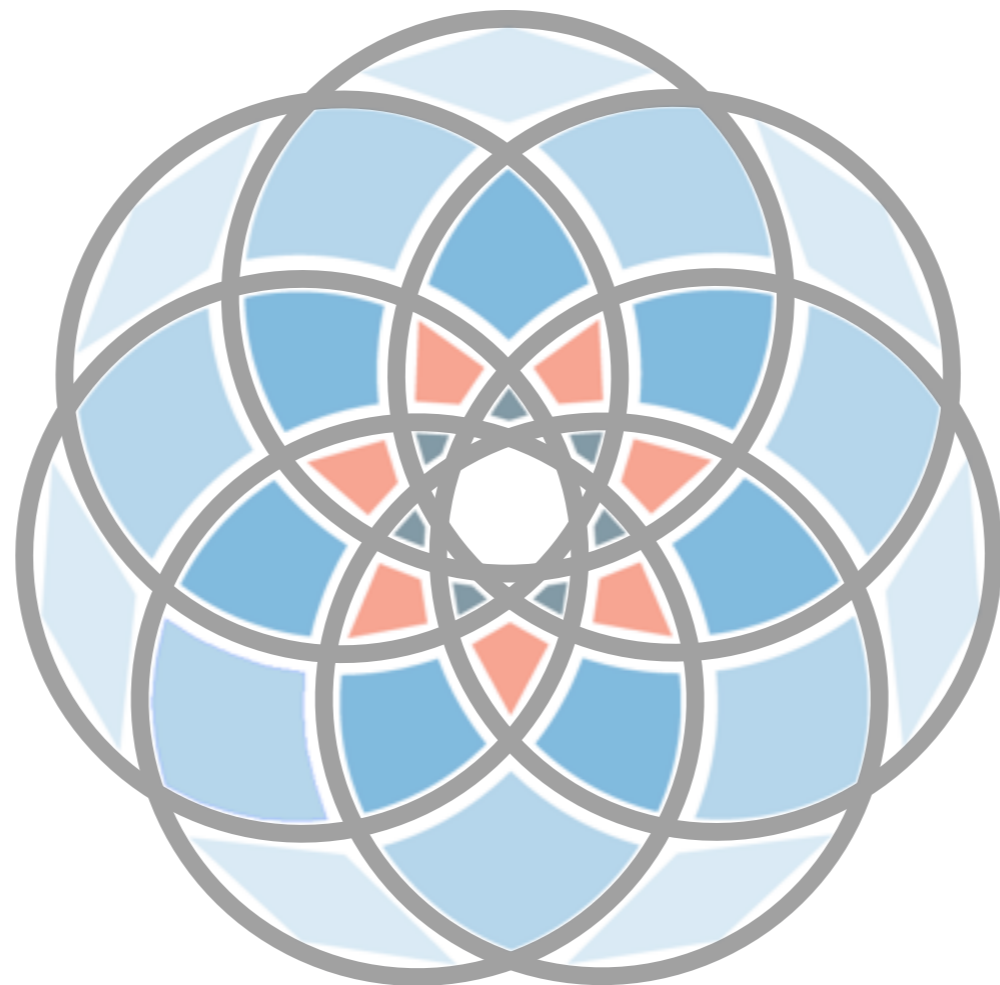
























COLLEGE OF
THE
ALBEMARLE



COLLEGE OF THE
ALBEMARLE

— Transform your tomorrow —



Transform your tomorrow.



COLLEGE OF
THE
ALBEMARLE







Transform your tomorrow.



Applications

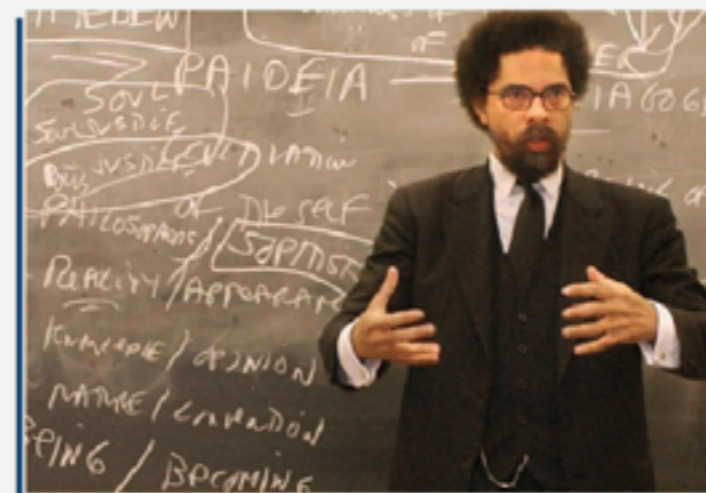


WELCOME!



ORIENTATION SCHEDULE

- Meet & Greet**
8:00am - 9:00am
- Opening Keynote**
9:00am - 10:00am
- Advisor Meet-Ups**
10:00am - 11:00am
- Break**
11:00am - 1:00pm
- Campus & Class Tours**
1:00pm - 3:00pm
- Closing Remarks**
3:00pm - 3:30pm





COLLEGE OF THE ALBEMARLE

COLLEGE OF THE ALBEMARLE

COLLEGE OF THE ALBEMARLE



Office of the
COLLEGE OF ALBEMARLE

Transform our Tomorrow



COLLEGE OF THE
ALBEMARLE

Transform Your Tomorrow



Live the brand

*Successful branding is not
what you **say** or **show**,
it's **what you do**.*

Communicating the Story

Brand-Driven, Integrated Marketing Strategy & Plan



Components of an Integrated Marketing Strategy & Plan

1. Goals
2. Target Audience
3. SWOT (current state)
4. High-Level Strategies
5. Channels and Tactics
6. Execution



Goals

- Build **awareness of COA** as a **viable educational resource** for the seven-county community it serves.
- **Increase COA's FTE** by more than X%_o



Target Audience Segments



High School → College Path (Madilyn)

High School → Career Path (Paul)



Non-Traditional → College Path (TJ)

Non-Traditional → Career Path (Nina)



Military / Coast Guard (Cliff)



Engagement Funnel in Enrollment: TOF



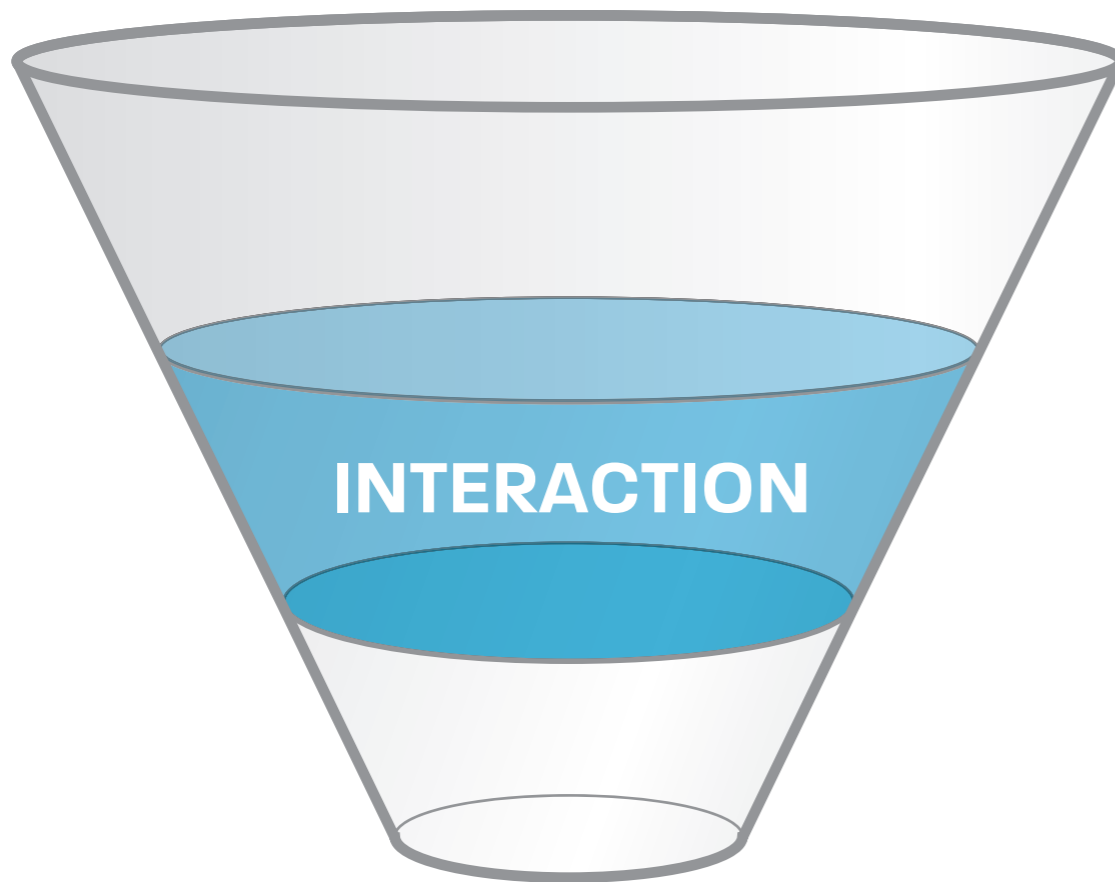
Lets prospective students know you're an option

PROSPECTIVE STUDENT:

- **Identifies need for education** (high school graduation, career change, make more money, professional development, etc.)
- **Becomes aware of your school or program** (through research online, advertising, WOM, etc.)
- **Begins to form selection criteria** (cost, ranking, location, offerings experience, faculty, FA options, etc.)
- **Narrows down considered set** (your school or program is a viable option)



Engagement Funnel in Enrollment: MOF



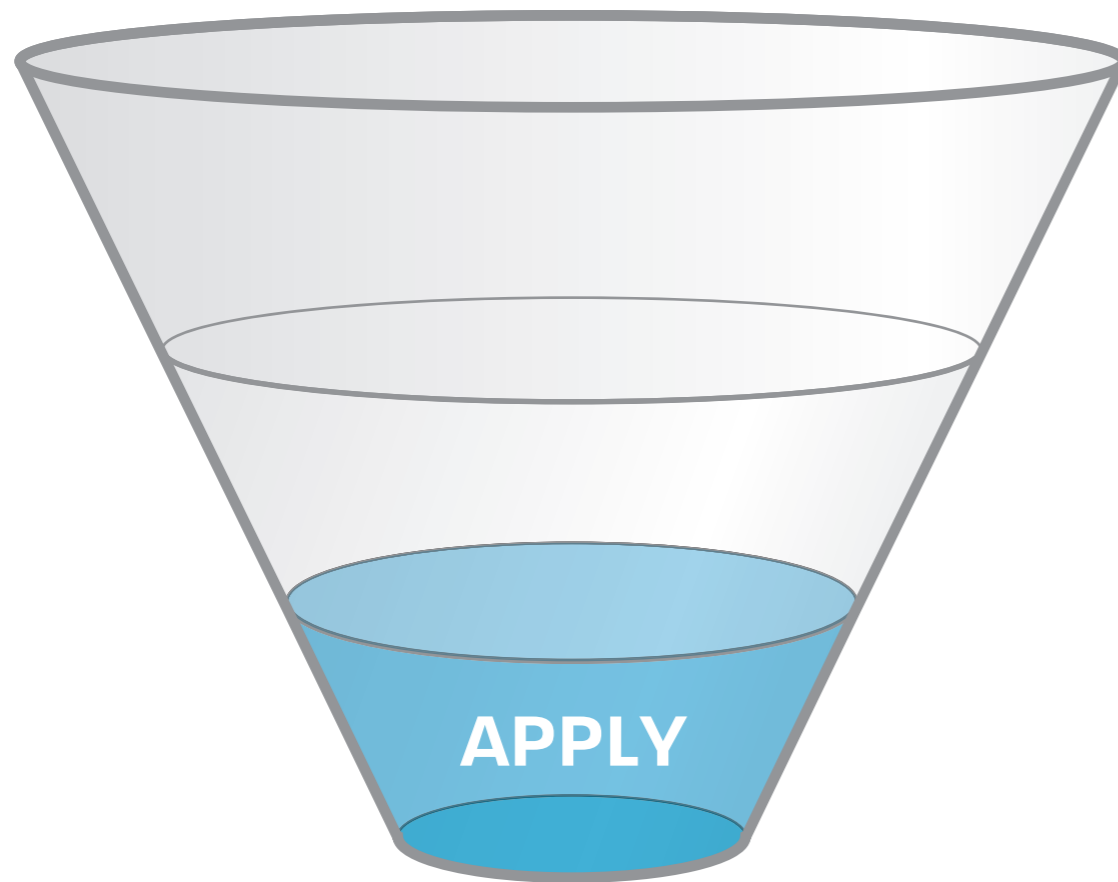
Opportunity to engage with the prospective student

PROSPECTIVE STUDENT:

- **Reaches out to school or program for more information** (download viewbook, various content offers, etc.)
- **Attend in-person and/or online events** (info sessions, campus visits, live chat, phone call, etc.)
- **Digs deeper into research** (asks students/others about reputation, brand)



Engagement Funnel in Enrollment: BOF



Converts from prospective student to applicant

PROSPECTIVE STUDENT:

- **Prepares to apply** (gathers all documentation, works through app check list, etc.)
- **Begins application process** (starts the application, reaches out for recommendations, writes essay, submit test scores)
- **Submits complete application / registration**

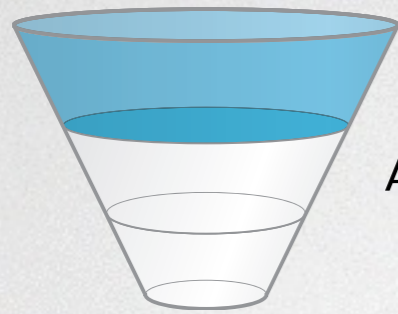


Marketing Strategies

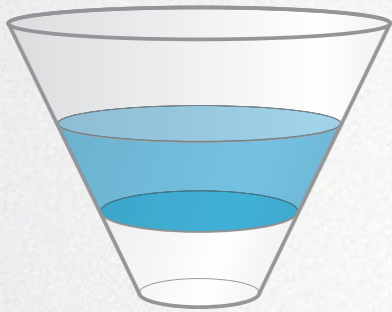
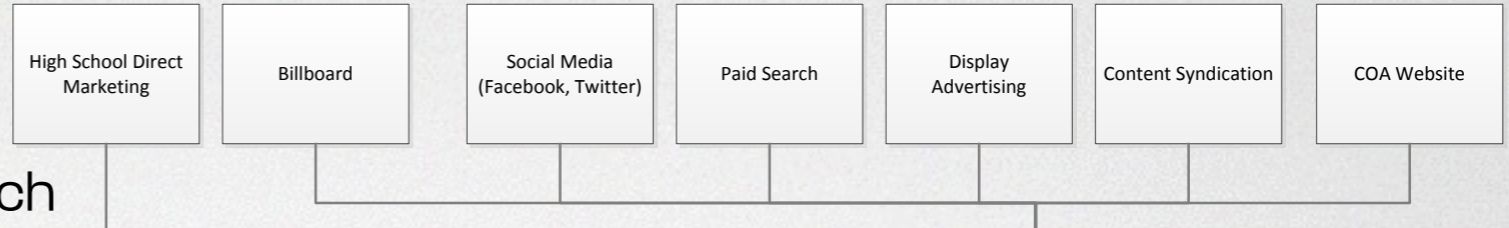
- **Build Brand Traction**
- **Focus on High School Connections**
- **Promote Possibilities Before Programs**
- **Fill the Footprint**
- **Serve Those Who Serve Us**



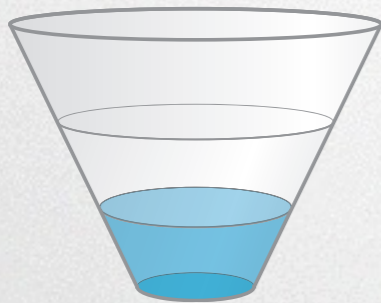
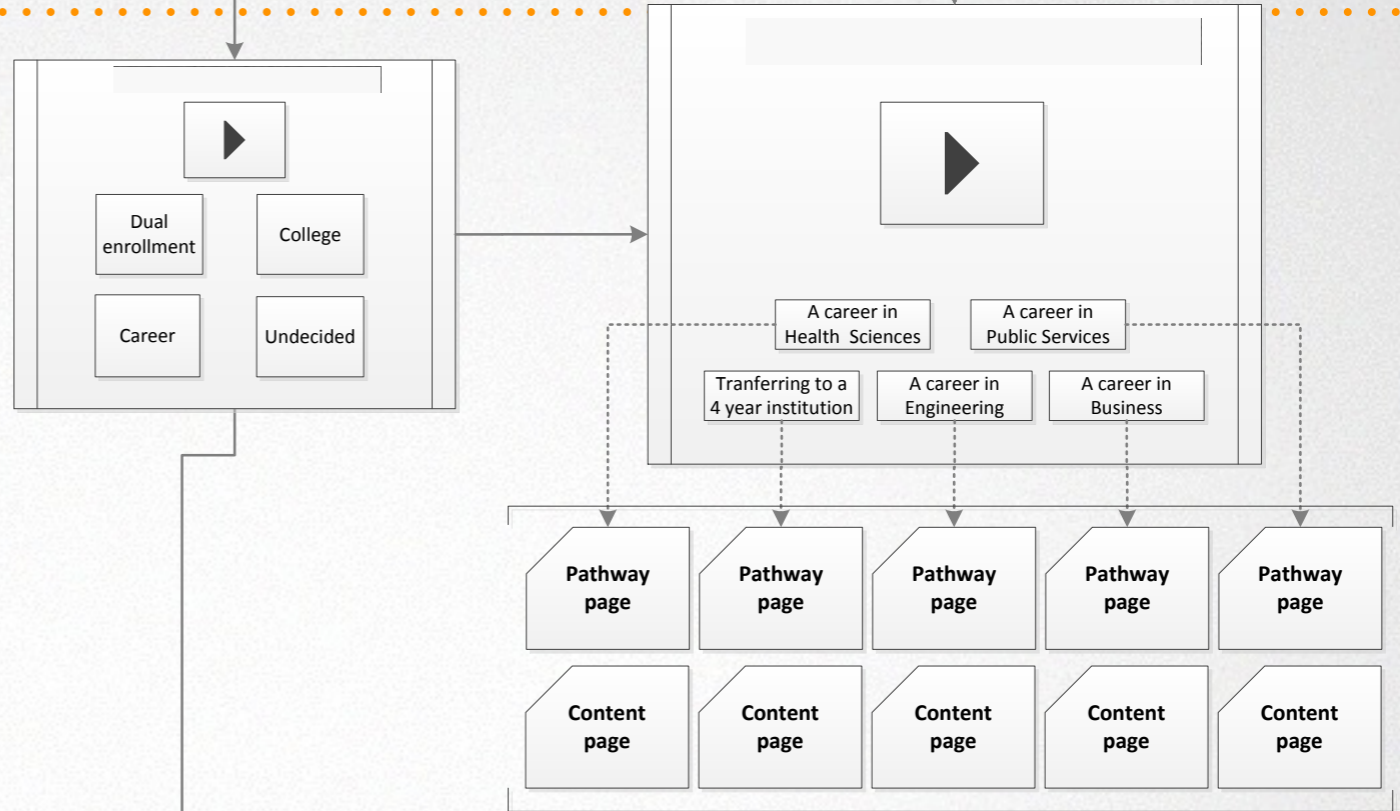
College of The Albemarle Engagement Process



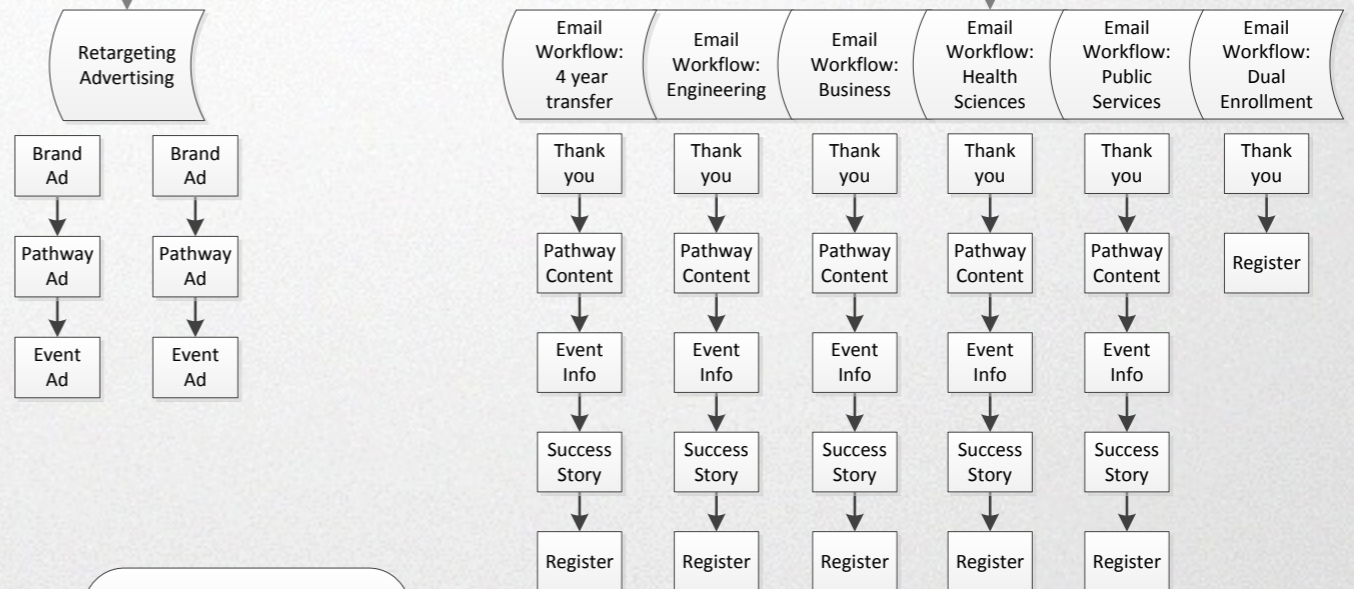
Awareness Advertising & Outreach



Exploration & Engagement



Nurturing to Conversion



REGISTRATION



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Thank you!

@vispoint // @mattydubb3