

Building and Implementing a Sustainable Brand Strategy

ACT Enrollment Planners Conference

July 21, 2011

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La Salle's Brand Development Process 2001-2011

- 2001–2003 Strategic Plan
- 2002 Marketing Research
- 2002 Key Messages
- 2003 Positioning Statement
- 2004 Visual Identity
- 2006 Brand Book
- 2004–2011

Applications of Graphic Identity, Development of
Integrated Marketing Communications and Branding

Process

- Development of the 2003 Strategic Plan
 - One of 5 Themes –
 - “... communicate our distinct identity...”
- Why?
 - To build ownership/partnership for Catholic education in the Lasallian tradition.

2001-2003

2002

2004

2006

2004-2009

2006-2009

2008-2009

2010-2011

Marketing Research Study

- 200+ pages of reaction and insight
- Key messages and language from stakeholders
 - Alumni
 - Faculty and Staff
 - Christian Brothers
 - Students
 - Prospective Students
 - Civic, Corporate and Church leaders

2001-2003

2002

2004

2006

2004-2009

2006-2009

2008-2009

2010-2011

Key Message #1

- La Salle goes well beyond simply preparing students for meaningful careers and success in graduate studies. The University provides graduates with the skills they need to have a positive impact on the social, political, professional, and moral challenges of contemporary society.

Key Message #2

- La Salle alumni credit the University's purposeful liberal arts approach for improving their thinking and reasoning, problem solving, and written and oral communication skills, as well as preparing them for a life of learning and rewarding personal lives.

Positioning Statement

La Salle University is a **dynamic educational community shaped by traditional Catholic and Lasallian values: a deep respect for each individual, a belief that intellectual and spiritual development go hand in hand, a passion for creative teaching and learning, and a conviction that education should be useful—for personal growth, professional advancement and service to others.**

The University's environment **fosters students' involvement in their own education, both inside and outside the classroom;** supports and challenges them; engages and empowers them, all with the **goal of providing a transforming experience, one that will ensure their lifelong association with La Salle.**



Roll Out of New Graphic Identity



University Logo



University Logo and Tag Line



Coat of Arms



Athletics Logo

2001-2003

2002

2004

2006

2004-2009

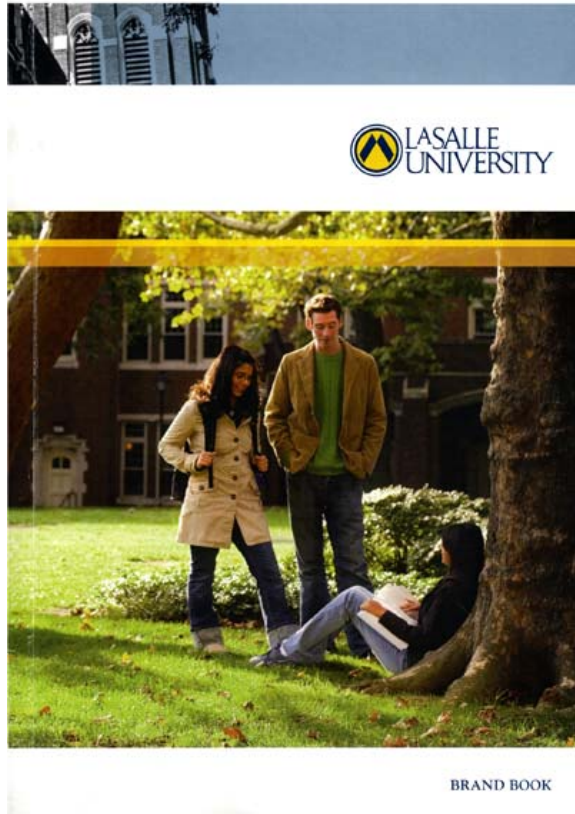
2006-2009

2008-2009

2009



Publication of Brand Book



2001-2003

2002

2004

2006

2004-2009

2006-2009

2008-2009

2009



Applications of Graphic Identity on Campus



- Way finding
- Signage
- Banners
- Vehicles
- Brand Book
- Publications
- Web site

2001-2003

2002

2004

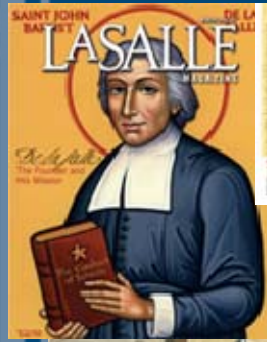
2006

2004-2009

2006-2009

2008-2009

2009



The Founder and His Mission

The following is the first in a nine-part series examining St. John Baptist de La Salle, his mission, and its relevance in today's world. Future issues will explore such topics as the growing importance of lay leadership at Lasallian institutions, the expansion of the mission around the world, and how St. La Salle's spiritual guidance continues to inspire modern educators. The articles in this issue, which provide a historical perspective on the life and teachings of St. La Salle, were adapted from a commemorative edition of *Signs of Faith*, the former magazine of the Brothers of the Christian Schools' District of San Francisco. The staff of *La Salle Magazine* extends a special thank-you to Brother George Van Grieken, F.S.C., Ph.D., guest editor.

Education about the Founder

2004-2009

2006-2009

2008-2009



Application of Marketing Research

- Partnership with BrandED Consultants Group

2001-2003

2002

2004

2006

2004-2009

2006-2009

2008-2009

2009

2009 Strategic Plan

- *The Will to Excel (2009-2013)*
 - Managing Enrollment
 - Goal IV
 - “...increase the level of engagement among University constituents in the University-wide branding initiative and integrated marketing communication efforts...”
 - Integrating Mission

2001-2003

2002

2004

2006

2004-2009

2006-2009

2008-2009

2009



Brand Development Process

BrandED Consultants Group

- Build on work to date and engage stakeholders
- Discover or rediscover mission and core values
- Align internal culture and external reputation
- Co-create a sustainable brand strategy

La Salle University

- Create a culture of collaboration
- Improve internal communication
- Operationalize the *Will to Excel*



La Salle University Brand Platform

Narrative:

La Salle University is inspired by St. John Baptist de La Salle, the patron saint of teachers, and is shaped by Lasallian and Catholic values. The La Salle University experience prepares students for a lifetime of personal development, service and success.

La Salle University provides excellence in teaching and learning, personal attention, a sense of community and a global perspective.

La Salle University puts theory into practice by guiding each student's intellectual and spiritual development. Thanks to a creative and practical education, La Salle University graduates go on to make a difference for the greater good.



Brand

La Salle University

Promise

La Salle University is inspired by St. John Baptist de La Salle, the patron saint of teachers, and is shaped by Lasallian and Catholic values. The La Salle University experience prepares students for a lifetime of personal development, service, and success.

Reasons to Believe

Excellence in
Teaching and
Learning

Personal
Attention

Sense of
Community

Global
Perspective

Proof Points

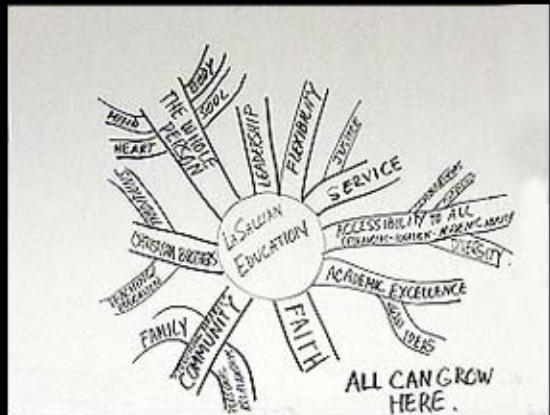
Examples at
University, School, Department or Individual levels

Tagline

Never stop exploring

Best Practice in Branding

- Brand leadership team
- Connect with the *Will to Excel*
- Demonstrate improved internal communication and collaboration
- Execute through traditional and social media
- Recognized as model for success
- Results led to a national P-20 brand project



We came to learn and were invited to be community. Through scholarship, faith, and service, we grew. We were given more than we ever imagined, a story that can only be lived.



National P-20 Brand Initiative

Phase 1

- Determine awareness, understanding, consistency
- Sessions in nine cities with 27 schools
- Conduct online survey and social media connections

Phase 2

- Develop, test and retest brand strategy
- Sessions in 14 cities with 43 schools
- Online surveys and social media connections

Phase 3

- Roll out adopted brand strategy
- Implement brand platform and visual identity




LA SALLE UNIVERSITY
 OFFICE OF ADMISSION AND STUDENT FINANCIAL SERVICES
 1900 West Olney Avenue
 Philadelphia, Pennsylvania
 19141-1199 USA

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 Philadelphia, PA

www.lasalle.edu/admiss/ssss.php

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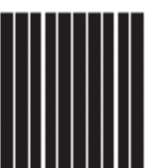
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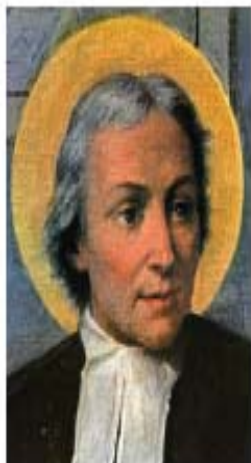
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LA SALLE UNIVERSITY – SUCCESS FOR A LIFETIME



La Salle University is a dynamic educational community shaped by traditional Catholic and Lasallian values: a deep respect for each individual, a belief that intellectual and spiritual development go hand-in-hand, a passion for creative teaching and learning, and a conviction that education should be useful – for personal growth, professional advancement, and service to others.

La Salle University draws inspiration from our founder, St. John Baptist De La Salle, the patron saint of teachers.

REASONS TO BELIEVE IN LA SALLE UNIVERSITY

Our sense of community is evidenced by an active and engaged student body that annually performs over 150,000 hours of community service.

Change the text in the large blue box to the following: Located in the city of Philadelphia, we are able to provide our students with a global perspective of their studies through the use of the endless cultural and international resources our area has to offer.

Students experience excellence in teaching and learning through a host of new, state-of-the-art facilities; taught by a full-time faculty of which 90% hold the highest degree in their field.

Personal attention is of the utmost importance to us – resulting in an average class size of 20 students, no lecture halls, and many collaborative faculty and student research opportunities.



ARTS AND SCIENCES

- Five-Year B.A./B.S. in Computer Science/M.S. in Computer Information Science
- Five-Year B.S./M.A. in History American Studies
- Art History
- Biochemistry
- Biology
- Chemistry
- Communication
- Computer Science (B.A. or B.S.)
- Criminal Justice
- Digital Arts and Multimedia Design (DArt)
- Economics
- Economics and International Studies Education
- Elementary/Special Education
- Secondary Education
- English
- Environmental Science
 - Biology Concentration
 - Chemistry Concentration
 - Geology Concentration
- Foreign Languages and Literatures
 - Classic
 - French
 - German
 - Italian
 - Russian
 - Spanish
- Geology
- History
- Integrated Science, Business, and Technology (ISBT)

Information Technology

- Mathematics
- Philosophy
- Political Science
- Psychology
- Public Administration
- Religion
- Social Work
- Sociology

BUSINESS

- Four-Year B.S. in Accounting/MBA Accounting
- International Business
- Finance
- Management* Management Information Systems
- Marketing

NURSING AND HEALTH SCIENCES

- Health Studies
- Nursing
- Nutrition
- Speech-Language-Hearing Science (Four-Year B.S. and Five-Year B.S./M.S.)

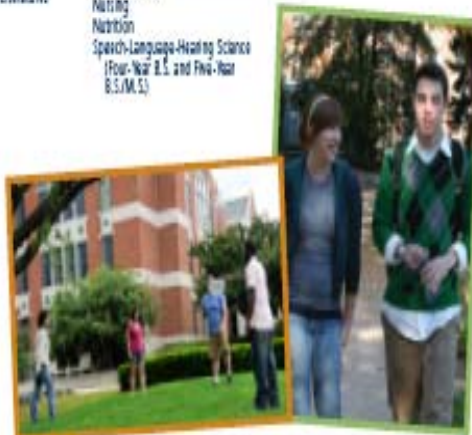
AFFILIATED PROGRAMS WITH THOMAS JEFFERSON UNIVERSITY

- Medical Technology
- Occupational Therapy

PRE-PROFESSIONAL PROGRAMS

- Dentistry
- Law
- Medicine
- Teacher Certification
- Veterinary Science

* Management majors are required to double-major or minor in Risk Management and Insurance



FINANCIAL AID

recipients in the freshmen class
96%

ENROLLMENT

Full-time undergraduate
3,300

STUDENT/FACULTY RATIO
14:1

RACIAL/ETHNIC DIVERSITY
30%

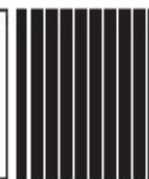
FEMALE/MALE RATIO
54:46

GRADUATE ASSISTANTS (T.A.s)
0%



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Undergraduate Admission
La Salle University
1900 W. Olney Avenue
Philadelphia, PA 19141-9985





"My team is competing nationally to bring a championship to La Salle University. I need you at La Salle to help. Remember, after you play for the Explorers, you can play for anybody!"

Measurable Outcomes

- A 14% increase in freshmen deposits over fall 2008; 33% increase over fall 2007
- Science confirmations increased 20% for fall 2009
- Graduate and adult enrollment at record levels
- First year student persistence is on pace for 83%
- Created a campus wide “Brand Leadership Team” reporting directly to the “Will to Excel” strategic planning committee

Undergrad Day Enrollment



Use of the Brand Platform?

- Town hall campus meetings
- Blue - Gold accepted student days
- Youtube productions
- Announcing our tuition increase for next year
- Analyze our La Salle University strategic plan