

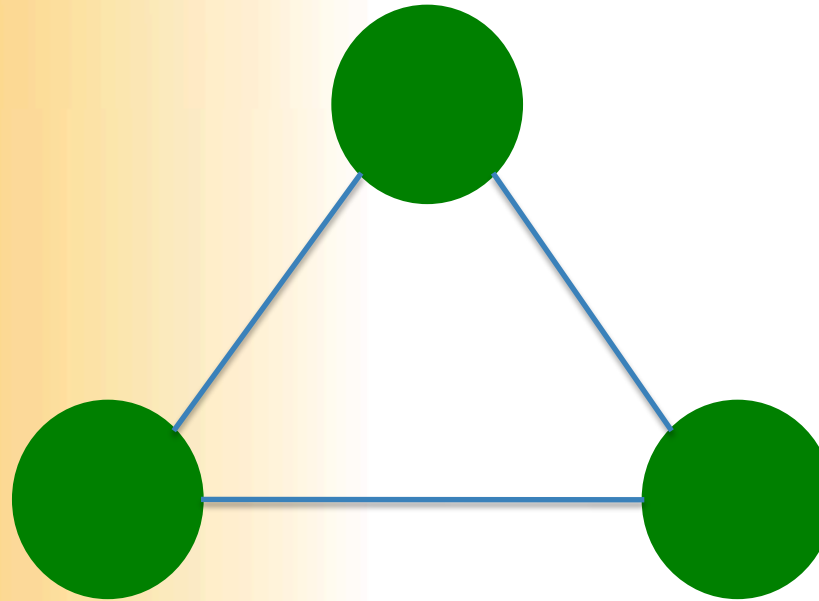


COLLEGE!NOW

**BRAND MARKETING
RESEARCH**

The Office of Commissioner of Higher Education engaged Strategies 360 to lead the brand **market research**, including:

Prospective Student Focus Groups



Current Student Surveys

Community Input Surveys

This research achieved broad market and community input:

- Prospective student focus group study: 55 people
- Current student survey: 354 people
- Community input survey: 951 people

Total Reach: 1,360 people

Defining the brand promise

Brand names:

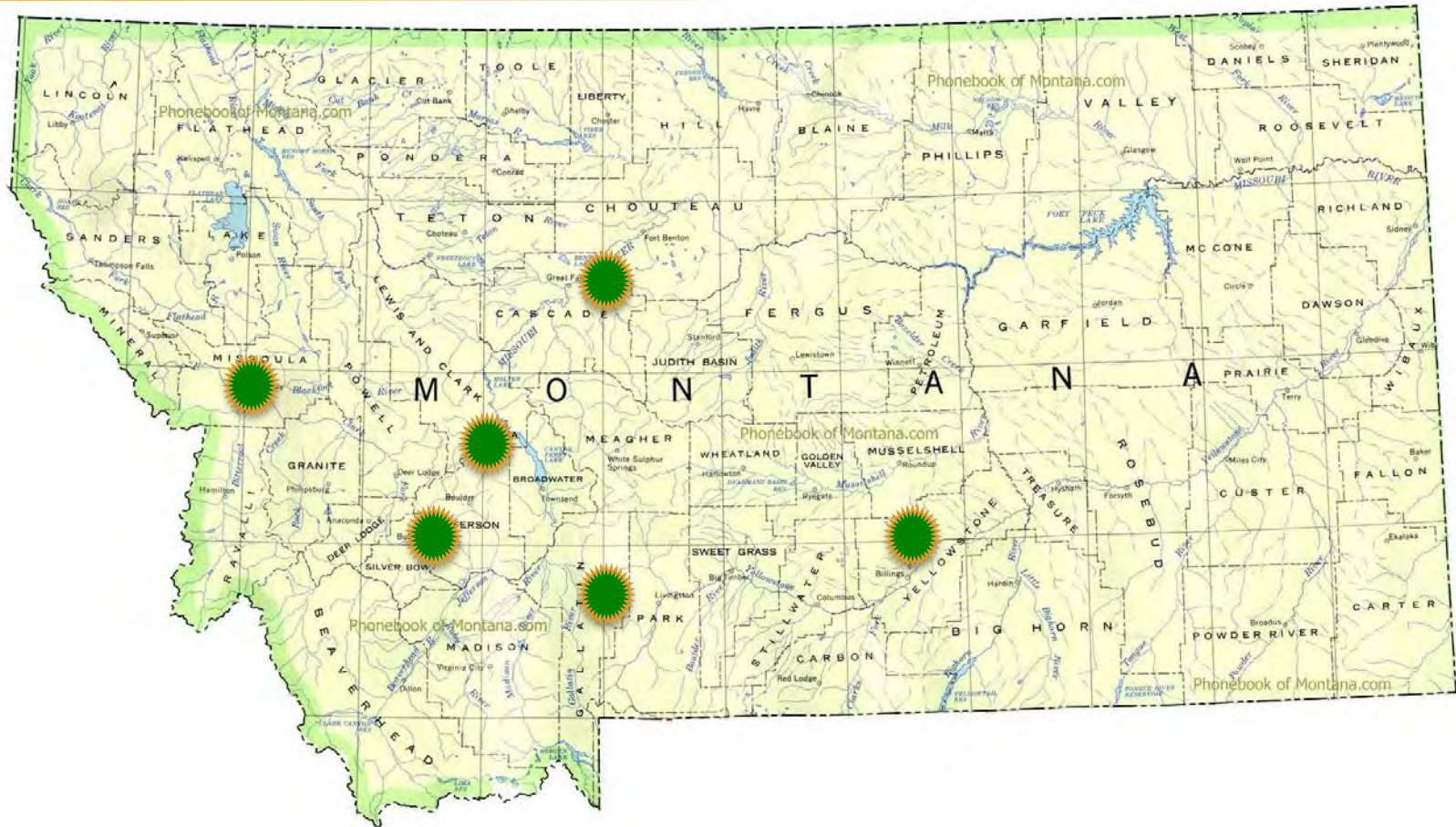
- Set forth expectations defining a brand's promise
- Indicate *the nature* of the story that will be told
- Indicate shared values to the target audience

Prospective Student Focus Group Research

55 participants
6 cities

(Billings, Bozeman, Butte, Great Falls, Helena, &
Missoula)

Focus Group Cities



Sample Focus Group Participant List

- Veteran of Iraq war suffering from PTSD
- 30-year-old single mother in voc-rehab
- 58-year-old teacher and artist
- 54-year-old educator, living in a smaller community outside of town, unemployed
- 42-year-old graduate of the Vo-Tech (in '89,) living outside of town, unemployed
- 22-year-old Native American who wants to study cosmetology
- 33-year-old mother of a new baby, B.A. degree holder, waiting tables
- High school student whose parents don't believe she will graduate from high school
- Laid off construction worker and part-time service member with the National Guard
- 24-year-old B.A. degree holder working with the Conservation Corp part-time

Current Student Survey Research

354 participants

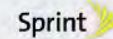
Community Input Survey Research

951 participants

Survey Participants by Community

- 142 participants from Billings
- 120 participants from Butte
- 296 participants from Great Falls
- 259 participants from Helena
- 120 participants from Missoula

It could **cost 33% more** to read this banner tomorrow because AT&T **is raising their** data rates.



close



WE NEED YOUR INPUT



WE NEED YOUR INPUT

ON RENAMING MONTANA'S COLLEGES OF TECHNOLOGY

ON RENAMING MONTANA'S COLLEGES OF TECHNOLOGY

CLICK HERE



TO PARTICIPATE IN A BRIEF ONLINE SURVEY TO HELP REName YOUR LOCAL COLLEGE OF TECHNOLOGY!

WE NEED YOUR INPUT

ON RENAMING MONTANA'S COLLEGES OF TECHNOLOGY

Feb 06, 2012 | 12:00 am | (1) Comments

Related: Facing foreclosure, some Montanans turn to courts



Helena musher competing in Race to Sky

By ANGELA BRAHNDT Independent Record

The old saying goes — if you are not the lead dog, the view never changes. Musher Mark Ibsen counters that he'd rather be on the sled so he doesn't have to run 12 mph.

Feb 06, 2012 | 12:00 am | (1) Comments



Prospective Student Focus Group Findings

Key Focus Group Findings

Identifier emphasized first

- Told the **mission** of the fictional college
- Shaped people's **perceptions** of its **affordability, accessibility, size, and degree offerings.**

Perceptions of Fictional College Name Frameworks

Place Mission – Affiliation *(Centerville College – UNC)*

- This name framework was most consistently perceived as affordable, offering associates degrees, offering flexible scheduling, close to home, and community-centered.

Perceptions of Fictional College Name Frameworks

Affiliation Place Mission *(UNC - Centerville College)*

- This name framework was most consistently perceived as having large classes, greater financial commitment, bachelor degree offerings, and collegiate sports teams.

Perceptions of Fictional College Name Frameworks

Mission Place of Affiliation

(College of Centerville - UNC)

- This framework was most consistently perceived as a highly specialized school (e.g., a business school or a design school), or as an exclusive liberal-arts-college.

Preferred Place Identifiers

- Signify beautiful, calm and inviting places, such as valleys, rivers, and mountains.
- Include the surrounding communities of a town or region
- Represent people's sense of local identity

Value in University Affiliation

Focus group participants perceived *Affiliation at the end* of the local test names as representing:

- Transferability
- Accreditation
- Prestige
- A University system

Student Surveys

Key Factors for higher education engagement

- Affordability
- Place or *staying close to home*

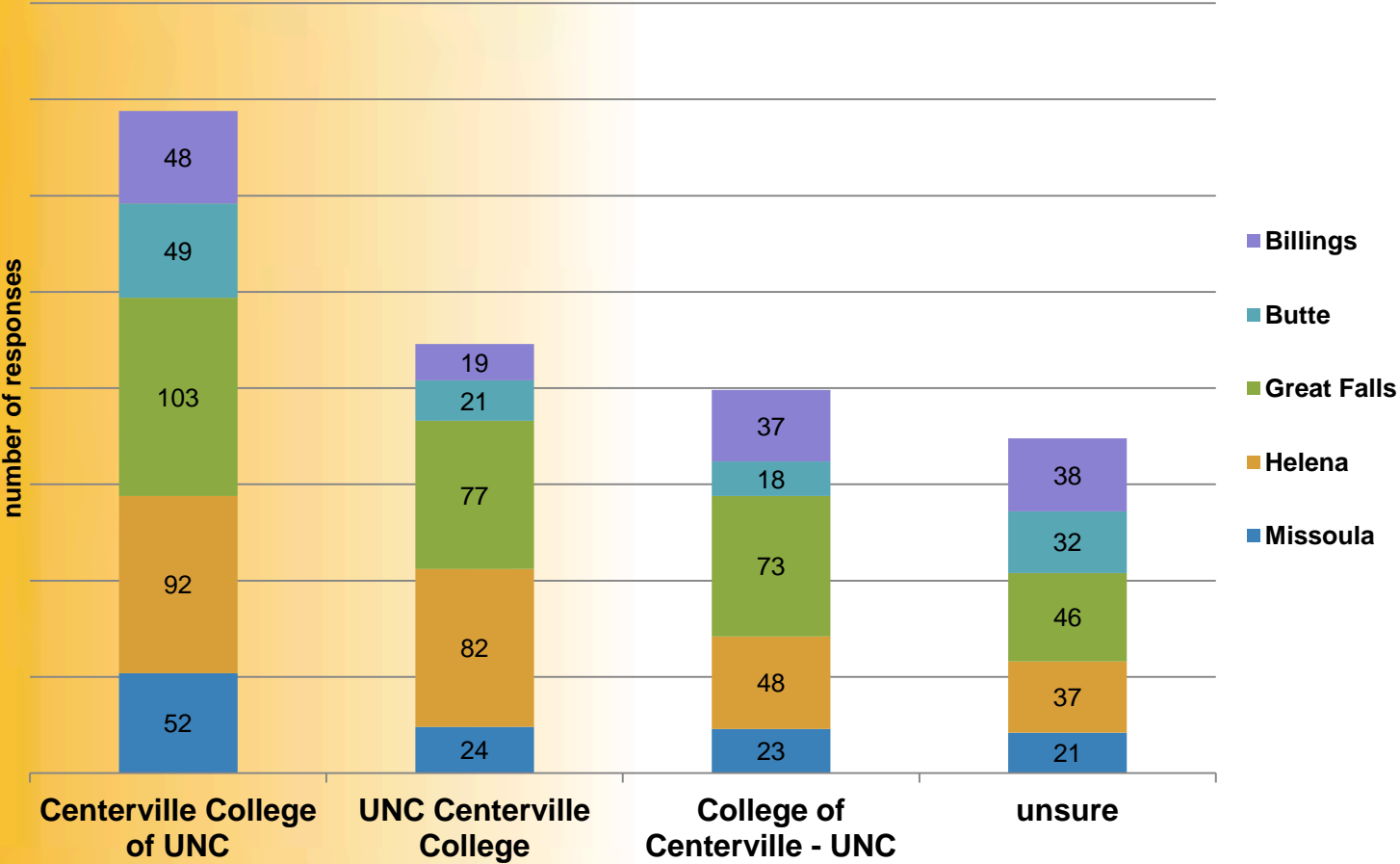
In other words, prospective two-year education students are looking for a quality education that is accessible and close to home.

Key Findings

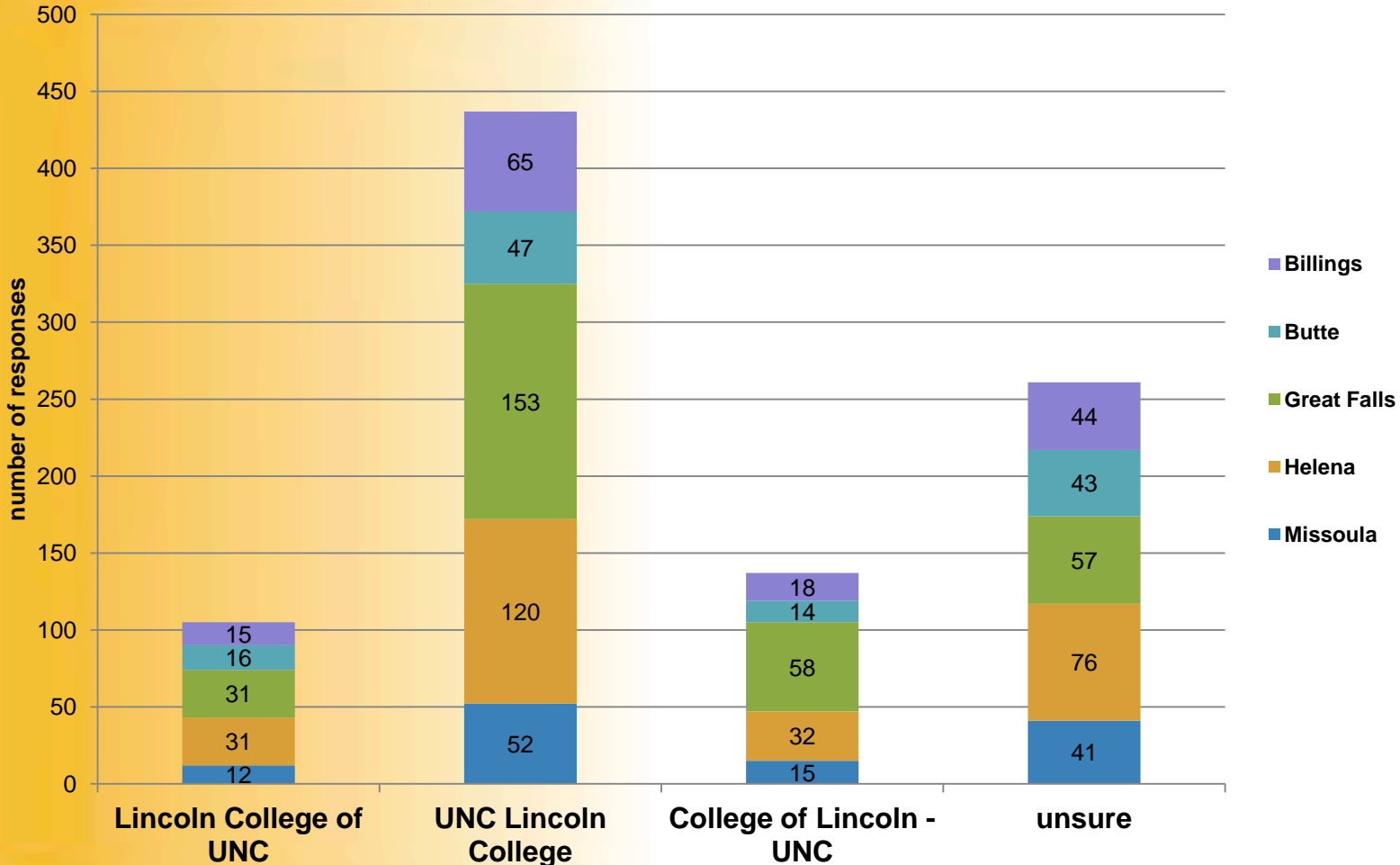
- A majority of these current students would *not* prefer to be attending a university
- They preferred small class size and other key attributes of a comprehensive two-year college

Community Input Surveys

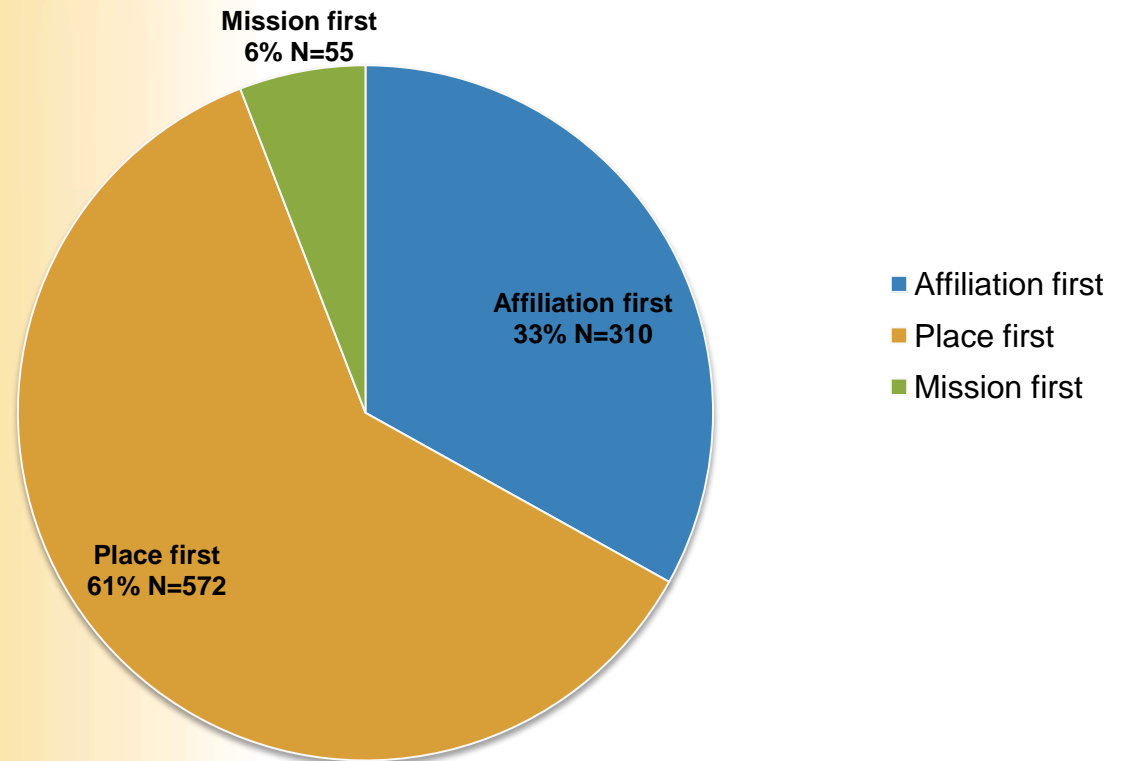
Which of the following fictional names sound like a two-year college serving the needs of its community? Check one:



Which one of the following fictional names sounds like a four-year university? Check one:



Name framework identifiers listed first in college names suggested by community survey participants



Conclusion

Recommendation:

Place Mission – Affiliation *(Centerville College – UNC)*

The findings have indicated three strategic reasons for making the recommendation:

- 1. *Place communicates a strong community identity***
- 2. *The combination of Place and Mission, as communicated by the word college, demonstrates the comprehensive two-year mission***
- 3. *Affiliation placed first in the framework represents four-year universities***

The name framework

Place Mission - Affiliation:

- Puts the needs of the student at the beginning of the brand story
- *Affiliation* at the end signifies a system-wide approach with quality, transferability, and credibility
- Maintains a clear level of connectivity to the parent university
- Lays the foundation for brand buy-in from community members
- Creates meaning by attaching to prospective student's identification with place and local pride
- Defines Montana's comprehensive two-year college mission

Representing a University System

This framework shows the college is **anchored in a community** and **demonstrates a strong Montana University System.**

Increasing Degree Attainment

If the goal of this rebranding initiative is to **increase enrollment** and **improve degree completion rates**, then the MUS must communicate with these prospective students and meet them where they are.

Examples of Place Mission – Affiliation

Honolulu Community College – University of Hawaii

The image shows a screenshot of the Honolulu Community College website. The top navigation bar includes links for MyUH Portal, Class Availability, Laulima, and UH Mail. The main header features the University of Hawaii logo, the text 'UNIVERSITY of HAWAII', and 'HONOLULU COMMUNITY COLLEGE' over a background image of a city skyline. Below this is a menu with 'About', 'Admissions', 'Academics', 'Library', and 'Services for Students'. Below the menu is a video player with a teal border. The video content includes a blue star logo for 'Star Advertiser Hawaii's Best 2011 People's Choice Awards FIRST PLACE', the text 'Thank You for Voting Us Hawai'i's Best!', the University of Hawaii logo, and the text 'UNIVERSITY of HAWAII HONOLULU COMMUNITY COLLEGE'. On the right side of the video player, there is a vertical list of letters: O, M, C, U, U, L, S, E.

Kenai Peninsula College – University of Alaska Anchorage

The screenshot displays the Kenai Peninsula College website interface. At the top, the KPC logo and name are on the left, followed by a navigation bar with links for Kenai Peninsula College, Kenai River Campus, Kachemak Bay Campus, Anchorage Extension Site, Resurrection Bay Extension Site, and E-Learning. Below this is a yellow banner with the slogan "Find your place at Kenai Peninsula College." and links for UAA, Blackboard, Webmail, and UAOnline.

The left sidebar contains a vertical menu with the following categories and sub-links:

- ABOUT**
 - Directory
 - Virtual Tours
 - Locations
- ADMISSION**
 - Registration
 - Tuition
 - Advising
- ACADEMICS**
 - Majors at KPC
 - Faculty
 - Support
- STUDENT RESOURCES**
 - Bookstores
 - Jobs
 - Financial Aid
- COURSES & CALENDARS**
 - Schedule
 - Academic Calendars
 - Catalog
- SPECIAL PROGRAMS**
 - KFA
 - KRGA
 - Writers' Conference
- GIVING**
 - Ways to Give
 - Make a Gift
 - Impacts

The main content area features a large banner image of a woman holding a ruler. Overlaid on the image is the text "Find your place." in a blue box. Below the image is a call-to-action box:

Is art your passion?
Find your place in KPC's art department and work toward UAA's BA or BFA or a minor in Art. Explore drawing, painting, fibers, photography and sculpture at KPC!

Cossatot Community College of the University of Arkansas

The screenshot shows the website for Cossatot Community College of the University of Arkansas. The top navigation bar includes links for Home, Blackboard, CCCUA Webmail, Campus Connect, and FACTS. A search bar is located on the right. The main header features the college's logo and the tagline "Learn More, Live Better." Below this, there are quicklinks for CLASS SCHEDULES, COURSE CATALOG, APPLY & REGISTER, and NEWS & EVENTS.

The "SITE NAVIGATION" section is organized into several categories:

- Why Cossatot Community College?**
 - About CCCUA
 - Chancellor's Greeting
 - Board of Visitors
 - Mission & Purpose
 - Employment Opportunities
- Admissions & Registration**
 - How to Apply & Register
 - First-time College Students
 - Returning Students
 - International Students
 - Transfer Students
 - Disability Support Services
 - Concurrent Enrollment
 - Registrar's Office
 - ACTS Website
 - Student Advising List
- Degrees & Certificates**
 - Business & Agriculture
 - Medical Education
 - Skilled & Technical Sciences
 - University Transfer
- Paying For College**
 - Net Price Calculator
 - Financial Aid & Scholarships
 - Tuition & Fees
 - Sign Up for a Payment Plan
 - Manage Your Payment Plan
 - Textbooks
- Continuing Ed & Workforce Development**
 - Adult Education
 - Career Pathways
 - Continuing Education
 - Workforce Development
- Contact Cossatot Community College**
 - Faculty/Staff Directory
 - Campus Contact Directory

A prominent banner in the center-right of the page reads "MYCAMPUS PORTAL LOGIN INSTRUCTIONS FOR CCCUA WEBMAIL, BLACKBOARD, CAMPUS CONNECT AND CAMPUS COMPUTERS". It features logos for Blackboard, Campus Connect, and Google, and includes a "CLICK HERE" button. Below the banner, it says "MyCampus Portal Login Instructions" and "Access all of your applications through the MyCampus Portal. Click on the link above to access detailed login instructions."

The "UPCOMING EVENTS" section lists the following:

- 2/14: Spring Pell Disbursement
- 2/17: Last Day to Drop February Flex4 Courses with a "W"
- 2/24: Early Grades - End of Six Weeks Check Campus Connect for Grades
- 2/27: March Flex4 Courses Begin

The "LATEST NEWS" section displays four small images: a group of people, a person working at a computer, a blue wall, and a group of people outdoors.

Mock-up logos for a fictional college



Mock-up logos for a fictional college



Place Identifier Options

PLACE IDENTIFIER OPTIONS FOR THE BILLINGS COLLEGE:

- Billings City
- Yellowstone River
- Yellowstone Valley

PLACE IDENTIFIER OPTIONS FOR THE GREAT FALLS COLLEGE:

- Central Montana
- The Falls
- Great Falls
- North Central Montana

PLACE IDENTIFIER OPTIONS FOR THE MISSOULA COLLEGE:

- Clark Fork
- Five Valleys
- Missoula
- Missoula Valley
- Three Rivers

PLACE IDENTIFIER OPTIONS FOR THE BUTTE COLLEGE:

- Butte
- Highlands
- Silver Bow
- Summit Valley

PLACE IDENTIFIER OPTIONS FOR THE HELENA COLLEGE:

- Capital City
- Helena
- Helena Valley
- Mount Helena
- Treasure State*

*recommended by Daniel Bingham

Sample College Names Using Framework

Unranked

PLACE IDENTIFIER OPTIONS FOR THE BILLINGS COLLEGE:

- Billings City College - MSUB
- Yellowstone River College - MSUB
- Yellowstone Valley College - MSUB

PLACE IDENTIFIER OPTIONS FOR THE GREAT FALLS COLLEGE:

- Central Montana College - MSU
- The Falls College - MSU
- Great Falls College - MSU
- North Central Montana College - MSU

PLACE IDENTIFIER OPTIONS FOR THE MISSOULA COLLEGE:

- Clark Fork College - UM
- Five Valleys College - UM
- Missoula College - UM
- Missoula Valley College - UM
- Three Rivers College - UM

PLACE IDENTIFIER OPTIONS FOR THE BUTTE COLLEGE:

- Butte College of MT Tech - UM
- Highlands College of MT Tech - UM
- Silver Bow College of MT Tech - UM
- Summit Valley College of MT Tech - UM

PLACE IDENTIFIER OPTIONS FOR THE HELENA COLLEGE:

- Capital City College - UM
- Helena College - UM
- Helena Valley College - UM
- Mount Helena College – UM
- Treasure State College – UM