

The CBOs Role in Maintaining and Enhancing Your College's Brand

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Contra Costa Community College District**

**Tuesday, May 22, 2018 ACBO Spring Conference
12:45 p.m. – 1:45 p.m.**



**Community College Public Relations
Organization**

www.ccprocalifornia.org

Overview

- Brand Defined
- Brand versus Marketing Call to Action
- What is Your College Brand?
- Why Your Brand is Important
- How to Influence Your Brand
- Key Takeaways



Brand Defined

BRAND LOYALTY

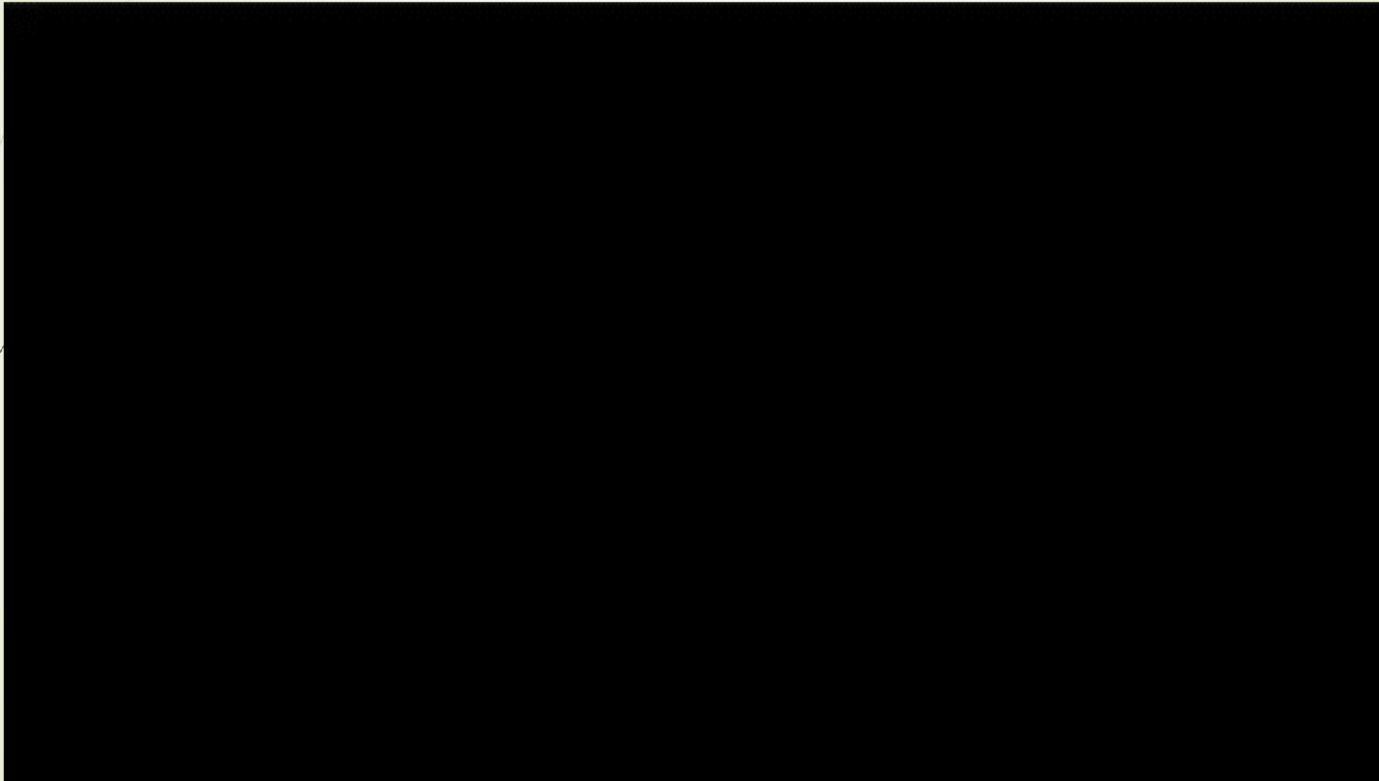


- Your company's brand image is the sum total of all the perceptions held by your current, past, and potential customers about your company's (college's) specific products and services. Brand attributes include things like quality, value, variety and the shopping experience and contributes to your reputation.

(Trendkite/2015)



Brand Commercial



Marketing Call to Action

VIEW OUR ENTIRE INVENTORY AT ROZIERFORDLINCOLN.COM

ROZIER
FORD LINCOLN

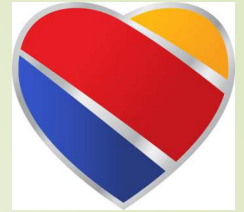


United Air Lines



- In April 2017, United Airlines experienced one of the biggest public relations (PR) blunders of 2017 after an airline official removed an unwilling passenger from a flight affected consumers, 53% of which said in a survey they would discontinue purchasing flights from United Airlines as a result.
- 30% of consumers surveyed still feel unsafe flying with United Airlines seven months after their PR crisis.
- With the passage of time, brands that suffer PR crises can recover as long as they have a long-standing and loyal customer base.

Southwest Airlines



- ▶ A Dallas-bound flight last month made an emergency landing in Philadelphia after one of its engines exploded. One passenger, Jennifer Riordan, was killed after horrifically being pulled halfway out of the cabin at 30,000-plus feet, through a broken window.
- ▶ Result? Awe and gratitude for Southwest Airlines pilots.
- ▶ Pilots and crew invited to the White House for photos with the President.
- ▶ 2017 Brand Intimacy Report for the airline industry, Southwest has the highest degree of emotional connection to consumers among the nation's four major domestic carriers.
- ▶ *"People may not remember exactly what you did, or what you said, but they will always remember how you made them feel." (Maya Angelou)*

CA Community Colleges CE Brand Ad



CA Community College Marketing Ad



Your College



- **What is your brand? Can you describe it?**
- **What public relations/marketing efforts are you using to solidify your college brand?**
- **When was the last time your college conducted a community assessment survey to understand their opinion of you?**
- **Can you identify an issue/subject/event that occurred recently that could impact your brand?**

Why Your Brand is Important

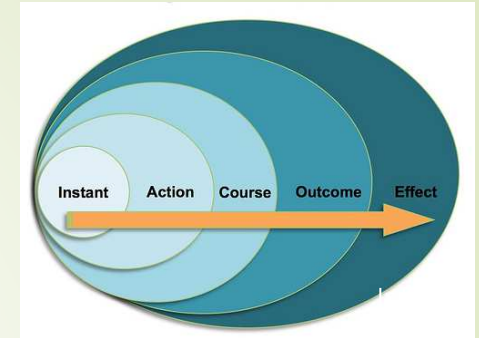


- Enrollment
- Foundation/fundraising
- Bond measures/parcel taxes
- Hiring the best and the brightest
- Legislative support

- Is it time for your college to re-evaluate your brand?
- Your college president is the brand leader, and Marketing implements the strategies
- CBOs hold the resources to maintain and enhance your college brand

How to Influence Your Brand

- Website
- Social Media
- Promotional Material
- Advertising
- Outreach, A&R, Student Services, etc.
- All your employees
- Your community
- Your students



Key Takeaways



Your Brand:

- Sets the stage to influence the community, past/current/future students about your college.
- Investments must be ongoing and should be evaluated and adjusted regularly.
- Brand investments are not the same as Marketing investments.
- Provides the opportunity to successfully achieve your college objectives including enrollment, fundraising, bond measures/parcel taxes, legislative objectives, and hiring the best and the brightest.
- Your College has many ways to influence Your Brand.



QUESTIONS?



Thank you!

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