

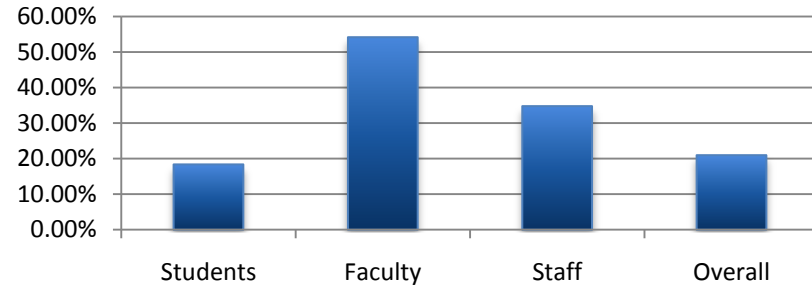
# Research Goals

- Identify perceptions, norms, values, and key words
- Identify what messages and ideas resonate with different audiences
- Define UW-Superior brand promise

# Survey Method

- Internal email survey
  - October 2010
  - Students, faculty and staff
- Hire branding consultant
  - Stamats: Brenda Harms
- Focus Groups
  - November 2010
  - 16 groups; 115 participants

Email Response %



# Research Themes

- Interactions with UW-Superior resulted in positive experience
- However, UW-Superior is “unknown” when it comes to programmatic offerings, research, quality of faculty, level of instruction
- Academics are solid, and in several cases even considered strong
- Growth of campus has generated some positive momentum

# Research Themes

- Most people don't know UW-Superior today
- Little to no understanding of Liberal Arts
- UW-Superior staff and faculty are more hung up on the negative reputation
- Superior/Duluth is viewed as a great combination by many

# Action

- It's a new time at UW-Superior
  - Let go of the past image
  - Embrace the positives
  - Reframe Liberal Arts message
  - Small = insignificant with fewer opportunities
  - Affordable = cheap
  - Cheap = poor quality
- Form messages around benefits

# The Superior Experience

- An intense and highly accountable academic experience in an intimate setting with first rate faculty, in first class facilities.
- A commitment to offering solid educational opportunities to all students regardless of financial means.
- An education that prepares you professionally to critically evaluate, actively listen, and work across multiple disciplines – skills employers value.
- Developing students with a strong sense of community and a passion for improving their own lives, and the lives of those around them.
- A culture of growth, energy, research, and passion that knows that learning extends far beyond the classroom.

# Messaging Focus

- Market academics
- Own our own backyard
- Segment recruitment approach
- Engage campus community
- Leverage our alumni
- High quality and consistent messaging
- Develop key messages
- Develop campus Points of Pride
- Training and continued focus

# Integrated Marketing and Communications Timeline

