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
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