

# BROCKPORT BRAND RECOMMENDATIONS



## Strengthening the Voice of Brockport

Marketing Voicing<sup>SM</sup> Analysis and  
Institutional Brand Development  
Report and Recommendations

July 20, 2007

## Great brand schools have this in common:

- Histories *in which they take pride*
- Traditions *that they honor*
- Alumni who are *engaged for life*
- The institutional *courage to be themselves*

## Institutional brand building...

- Designed to improve the conditions for success throughout the College
- It is a integrated process, not a discrete project
- It focuses on strengthening the emotional side of the selling equation
- Institutional brand building is most effective when used to energize and focus the internal community, and when that community then employs its messages to build stronger external relationships on behalf of the College...

## A college with many descriptors...

- Comprehensive college
- Liberal arts college
- "Rising Star of SUNY"
- Safety School
- Jockport
- Party School
- Cornell on the Canal
- Harvard on the Canal
- Cheap

## Where we started

*"Brockport always looks to be  
less than the sum of its parts."*

An Emeriti Faculty member.

## ...all of which fail to reveal the truth:

- An educational community with the ability to gather around good ideas and make them happen  
(Delta College, Dance as a liberal art, The International Philosophy Year, the Special Olympics...)
- Intellectually vigorous and academically challenging
- A close community with a familial atmosphere
- A tremendous value which speaks to the wisdom of those who choose it
- A healthy environment both intellectual, physical and creative strengthening...

## Brockport students:

- Smart
- Comfortable
- At ease
- Motivated
- Polite
- Friendly
- Healthy
- Grounded
- Articulate
- Enthusiastic
- Fun to be around
- Hard working

## Brockport alumni

- Achievement oriented
- Family oriented
- Career oriented
- Rochester oriented
- Professional
- Friendly
- Hard working
- A little too modest when it comes to celebrating their alma mater

## Brockport faculty:

- World-class professors
- Committed to the Brockport community
- Proud of their students
- Highly visible
- Hard working
- Accessible
- Generous
- Enthusiastic

## The people of Brockport:

- Hard working but relaxed and fun loving
- People you would like to live next door to
- People you're better off for knowing

## Brockport staff:

- Dedicated
- Professional
- Friendly
- Buttoned-up
- Loyal
- Hard working
- Involved
- Proud
- Genuine

## Key findings – Strengths

- Brockport is a vibrant and vital college
- Admissions standards are higher than ever; the student body as talented as ever before
- An offer of admission is not a given—it is a reward for hard work
- Brockport offers a wide range of undergraduate and graduate programs in multiple formats and venues to meet a wide range of student interests, needs and lifestyles
- Brockport is a category leader in its ability to retain and mentor its students...

## Key findings - Strengths

- Brockport is aggressively expanding and improving its physical infrastructure
- Brockport is actively pursuing greater diversity on campus
- Brockport is taking a leadership position within the metro Rochester community as a convener of and contributor to forums and initiatives aimed at improving the economic and social conditions of the Rochester area
- Brockport has increased its overall media presence in recent years; more sports writers are getting it right...

## Key findings - Challenges

- Awareness of Brockport is high in the local area, but its essential value remains the proverbial *well-kept secret*
- Nearly everyone wants the college to be better appreciated and respected by the Rochester community – but admissions and advancement goals increasingly demand that we broaden the geographic reach of our institutional identity
- Collage, mosaic, kaleidoscope, or just a great collection of competencies: *We need a unified identity that will allow the whole to be viewed as something greater than the sum of its parts...*

## Key findings - Strengths

- Brockport faculty are top-notch; each member's comprehensive commitment to teaching, advising, scholarship, and service has contributed to producing a faculty of mentors and role models for Brockport students
- Brockport staff and administration not only support the faculty, but help to create a college community that is exceptionally familial and comfortable.
- They care and they show it everyday...

## Key findings - Challenges

- The name of the College has changed numerous times throughout its history, invariably at the expense of expanded institutional recognition and respect
- The name *MetroCenter* neither ties this facility to the College nor even hints at what takes place there. MetroCenter needs to be renamed in order to better serve the institutional identity and positioning goals of the College...

## Key findings - Strengths

- Robust academic programs like Delta College and the Honors Program, EuroSim, and myriad study abroad programs underscore Brockport's intellectual vigor and global perspective.
- The rich array of co-curricular activities provide students with innumerable opportunities for leadership, service, intellectual growth and personal fulfillment
- Intercollegiate and intramural athletic opportunities are abundant. Brockport's long history of physical education (and the high quality of campus dining!) may be why the student body is exceptionally active and healthy...

## Key findings - Opportunities

- Brockport was founded 172 years ago, when the United States itself was but 59 years old
- Today's Brockport is the product of its own, often dramatic history of progress and set back, private determination and public commitment, creativity and ingenuity, set in the context of a rapidly developing nation
- The history of the College is in itself a teaching opportunity; moreover, it's a brand opportunity:

*Great brand schools take pride in their histories.*

## Key findings - Opportunities

- While Ithaca College does not apologize for being in Ithaca, nor Colgate for being in Hamilton, many at Brockport take an apologetic and self-consciousness approach to explaining the College's location
- The opportunity exists to rethink our perspective about location: to take pride in our rural village, western New York location. Instead of viewing it through the narrow focal lens of some Rochesterians on the east side of the Genesee, we need to see our location as people from afar do: as a safe, accessible and comfortable place nearby a culturally rich urban center; the ideal environment for a rich college experience...

## Unaided awareness of advertising

*In the last month, have you seen, read, or heard any advertising for any area colleges or universities?*

SJF:	30%
RIT:	24%
<b>Brockport:</b>	<b>21%*</b>
MCC:	18%
NAZ:	18%
U of R:	18%
Roberts W:	14%
Genesee:	6%

(\*31% of alumni, 7% of non-alumni respondents)

## Quantitative Research Report

- Purpose: Benchmark awareness and understanding of today's Brockport College relative to other area colleges among local alumni and non-alumni.
- Phone surveys – 12 minutes in duration
  - 250 completed telephone interviews with College at Brockport alumni
  - 250 completed telephone interviews with non-alumni in the Rochester area (ages 25-64, with no one in the household employed by any area college or university)

## Message penetration

*Can you describe anything memorable about the advertising you recall?*

*Of 500 interviewees, 77 recalled seeing or hearing a Brockport advertisement; of these, 25 were specific enough to classify:*

- 4 mentioned the "# of alumni in Rochester area" message
- 4 mentioned seeing the logo
- 3 mentioned the "student/professor/alumni" messages
- 3 mentioned "academic programs"
- 2 mentioned "summer course offerings"
- 2 mentioned "affordability"
- 2 mentioned "teaching program"
- 2 mentioned "expect the extraordinary"

Each of the following received one mention: theatre program, new dorms, open house

## Identity as a Rochester institution

*Can you tell me the names of all the colleges and universities in the Rochester area that you can think of?*

- 82% identified U of R
- 79% identified RIT
- 75% identified SJF
- 72% identified MCC
- 70% identified Naz
- 61% identified Brockport\***
- 47% identified Roberts Wesleyan
- 39% identified Genesee

(\*78% of Brockport alumni and 38% of Non-alumni respondents)

## Image perception of students

*What kind of student do you think is best suited for SUNY Brockport?*

- 85 said "all types"
- 71 said "positive students"
- 22 said "those who can't afford private"
- 22 said "those who want to be teachers"
- 18 said "average high school students"
- 15 said "above average high school students"
- 3 or less said "business majors," "grad students," "PE teachers," "dancers/performing artists."
- 3 or less said "jocks/athletes," "partiers"

## Academic quality and value

- Academic Quality (On a scale of 1-5)
  - Alumni: 4.07
  - Non-alumni: 2.92
- Value
  - Alumni: 4.22
  - Non-alumni: 3.88
- **94% of alumni and 87% of non-alumni said they would recommend a Brockport education!**

## Proposed tools of brand

- A refined and strengthened institutional identity
- Positioning Statement
- Brand Promise
- Key Messages
- The Signature

## Summary of the quantitative research

- Overall awareness and appreciation for Brockport in the Rochester area is very strong, this notwithstanding that Brockport is not as readily identified with Rochester itself as are other institutions
- The College's impact and distinctive contributions to the community are not well understood
- Those who know the College like and recommend it
- The college brand identity is not clearly understood.

## A clearer identity for a stronger brand

# The College at Brockport

## State University of New York

## Goals of brand development

- To contribute to the development of alumni who will remain engaged for life; to develop a stronger *culture of gratitude* within the college community.
- Provide not just President Halstead and the senior leadership team, but faculty, staff and students with the ideas and stories that will help in ways facts alone cannot to intrigue and energize people about Brockport.
- Help to create the conditions for more admissions success around the state, and around the northeast and mid-Atlantic states.
- Help to create improved conditions for encouraging satisfied alumni to re-evaluate their relationship with the college...

## The Positioning Statement

A strategic statement of what The College at Brockport is best at (among its competitors); for who (what kinds of students, parents, faculty, and staff); and why (the fundamental reason it is true).

## The Positioning Statement

Founded on an American frontier in 1835, and sustained by generations of enterprising and determined educators and students, today The College at Brockport is the ideal choice for energetic students who approach their educations with curiosity, vigor, purpose, and emerging confidence. The College at Brockport is a vibrant, diverse and accessible community in which students are free to expand their thinking, develop their talents, and follow their hearts. At the center of every Brockport education is the great strength of relationship that develops between professors and students, students and staff—relationships characterized by mutual respect, love of knowledge, enthusiasm for the journey from ambition to accomplishment, and a shared sense of personal responsibility for the care of the institution that has brought them together.

## The Key Messages

- The College at Brockport provides a multi-dimensional education.
- The College at Brockport champions the scholar in every student.
- The College at Brockport is a vital community of engaged citizens.
- The College at Brockport opens the world to its graduates.

## The Brand Promise

- The expression of what, above all else, we do at The College of Brockport most effectively and passionately
- It should serve as the departure point for a conversation
- It serves to unify and motivate the internal community...

## *We provide a multi-dimensional education*

By focusing on vigorous and challenging academics, a healthy pursuit of athletics, and the celebration of creativity, our graduates are exceptionally well-rounded and self-confident. Our programs are diverse - world-renowned dance, fully-accredited business, and groundbreaking adaptive physical education, to name a few - the College strives for excellence and innovation across its broad curriculum to provide students with rich possibilities for their education and personal growth. Opportunities for leadership and service are abundant on our campus: students join peers, staff and faculty to make a difference in the quality of life for others on campus - and off. Students participate in Delta College, the Honors Program, collaborations with faculty on original research, study abroad, internships, and in myriad on-campus organizations and activities, all of which enrich not just the college experience for our students, but the lives of all our graduates.

## The Brand Promise

The College at Brockport promises to reveal to each student each day his or her capacity for intellectual, physical and creative accomplishment.

## *We champion the scholar*

A faculty-student relationship based on mutual respect and shared interest is at the heart of the Brockport experience. The members of our faculty, gifted scholars and devoted teachers, are also deeply committed advisors and mentors. They regularly collaborate with students to conduct, present, and publish research. Among the longest standing traditions at The College at Brockport is Scholar's Day, a day which honors the scholarly achievement of students from across our academic community. By championing the scholar in all of our students, our graduates come to possess an energetic confidence that is emblematic of our campus; they are at once highly motivated yet at ease with themselves. As a result, our students are widely accepted into top graduate and professional programs and are eagerly sought by employers. Innovative thinkers, leaders and team-players, our graduates are an asset in the classroom and the workplace.

## *We are a vital community of engaged citizens*

Shared governance is the leading principle and practice at The College at Brockport. All members of the Brockport community have a stake and a voice in advancing scholarship, promoting healthfulness and fostering a collaborative environment vital to the wellness of our institution. Students, faculty and staff serve on boards and committees that actively consider virtually all aspects of campus work and life. Constructive feedback is accepted and treated with respect at all levels. Frequent surveys of campus constituencies yield invaluable feedback that informs the ongoing work of bettering the institution.

## *The Brand Signature*

- It should reward the student (and parent) for choosing Brockport
- It should speak directly to the innovative and forward thinking that has long characterized The College at Brockport
- It should be a simple, understated, but true characterization of what happens all over Brockport's campus, everyday
- It should remind alumni of what their degree represents, and professors, staff and students of what they're here to do
- It should remind prospective *investors in Brockport's future* of what their contribution will fund...

## *We open the world to our graduates*

The College at Brockport offers a window on the world to its students, and helps them to develop into global citizens who seek to learn from other cultures while serving as the best ambassadors of their own. With 56 study abroad programs in 23 countries, a leader in the SUNY system, Brockport offers rich opportunities for international travel and education. The EuroSim program provides students with a greater understanding of the global economy, the important work of diplomacy and the interdependence of nations. These programs and others like them are the manifestation of the College's commitment to connect its students to a broader, global context, allowing them to gain insight through first-hand knowledge of other cultures, political structures, and traditions. Through these experiences, our students develop tolerance, perspective, and wisdom that will serve them well throughout their lives.

## *Our recommendation*

*Good thinking.*

## *The Brand Signature*

- A Brand Signature is not a new tagline; it is a foundational expression of the institution's identity
- It must express an idea, or value that's important to the people of the College, and to those we want to attract to the institution
- It must reflect the soul and spirit of Brockport and relate both to the reality and the aspiration of the institution and its people
- In order to serve the College well, it must be simple, accessible, *understated*, and true...

## *Summary*

- The tools of the brand are just that—tools.
- Utilized properly, they will help Brockport to become a great brand school: one proud of its history, nurturing of its own strong traditions, supported by alumni who remain engaged in the life of the College, and possessed of an indefatigable determination to be its best *self*.
- The identity of The College at Brockport is not resident in its competencies alone; it's also about the collegiality and spirit and that infuses the soul of this college community.
- The tools of brand will allow the College to build a strong foundation upon which to tell its stories with greater confidence and coherence, and to greater effect in student, faculty, staff and philanthropic recruitment.

## Next steps

- Review and approval of brand tool recommendations
- Establishment of a *Brand Development Council* to guide launch and support of brand internally
- Logo development
- Graphic identity standards
- Brand development marketing plan
- Work with internal team to begin full integration of brand into current and future communications materials.

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