Outline

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Definition

A **brand** is the summary of the values, proposition and personality of an organization.

It is the way an organization connects with its customers and is the total of every experience people have with that organization.
Overview

- More than a logo or tagline
- All about the experience – that experience begins with someone’s first introduction to MCC
- How we tell MCC’s story
- Built upon the strengths that characterize an organization
- Confirms collective focus
- Claims a unique position in the marketplace
- Vital part of College’s strategy
- Drives aligned messaging among recruitment, marketing and development efforts
Benefits

- Increases awareness of MCC’s people and programs
- Elevates importance and perceived quality in the community
- Manages perception/reputation
- Enlightens, informs and inspires internal stakeholders
- Refocuses and aligns messages to convey one voice
- Aligns marketing pieces and materials to reflect singular identity and professionalism
Brand Development Process

1. Data Gathering
2. Development of Brand Strategy
3. Creation of Visual Identity
4. Education
5. Launch of Brand
6. Measurement
Research-Based Direction

- Workshops, focus groups and interviews
- Web-based survey
- Development of brand pledge statement and brand values
- Creative team visits and interviews
- Collection of feedback from follow-up discussions
Brand Pledge and Values

McHenry County College makes a valuable difference in our community by inspiring, engaging and transforming learners through quality, meaningful, educational opportunities.

Change Ready
Community
Quality
Brand Identity

*Concept:* “Know MCC”

*Purpose:*
- Reflect research findings
- Challenge and dispel misconceptions about the experience and quality of education provided
- Surprise the community in a bold, direct and unexpected manner in order to jolt them into a new understanding of the outstanding offerings the College provides
- Position the College as an ideal choice for smart, success-oriented individuals
- Stand out from the pack of those institutions competing for students’ attention
Brand Identity – continued

- Conceptual Approach
  - Differentiate MCC through powerful and bold messaging and visuals.
  - Instill a sense of “we know what you think”.
  - Convey a sense of confidence and pride about programs and services through strong visuals and marketing messages.
  - Create a new understanding of the College for external audiences.
  - Relate to influencers and prospective students and by taking a storytelling approach to marketing.
  - Execute concept in a way that will allow for variation based on audience and purpose.
MCC TRANSFORMED
You are cordially invited to celebrate the newly renovated building of McHenry County College.
Tuesday, October 30th, 5-7 p.m.
MCC Building B - Café, Commons and Culinary Lab

McHenry County College

SAVE THE DATE
2014 MCC PALO ALTO
NEW-STUDENT CONVOCATION
MCC: McHenry County College

McHenry County College

McHenry County College

STRATEGIC PLAN
2013-2018
Sample Headlines/Messages

- Unleash Your Inner Success.
- It Pays to Know MCC.
- Think You Know MCC? Think Again.
- Who Do You Think You Are?
- Different Than You Think.
- What You Don’t Know Could Cost You.
- There’s a New College in Town.
- MCC- You Wear It Well.
Meet one of MCC’s Veteran Students, Frankie Dixon.

A former Illinois National Guard mechanic and logistics specialist, Frankie Dixon began her military career at the age of 17. While serving in Afghanistan, she started her college education at MCC by taking online classes. She spent a year in Afghanistan before multiple injuries forced her to leave the military and transition back to civilian life. Today she is a single mom, new grandma and full-time student at MCC.

While returning to school at 40 with disabilities, including a traumatic brain injury, has been challenging, Frankie is excited about her future. These days she says she’s aiming herself with education, and as a Career Peer Coach in MCC’s Career Services office and the President of MCC’s Student Veteran’s Group, she’s helping fellow veterans do the same. Frankie’s future goals include earning her associate’s degree in accounting and transferring to Northwestern to earn a bachelor’s degree and her CPA. Eventually, she’d like to work as a Certified Public Accountant for Veterans Affairs.

A few thoughts from Frankie about attending college at MCC:

“MCC helped me find a home after my retirement. Coming to MCC really helped me get connected to community organizations and opened a lot of doors for me and many of our student veterans. As a student, I’ve been able to help other veteran students and also everyday students. I always tell veterans that MCC helped me know that there’s more — they helped me learn how to breathe without being in camaraderie. I’ve found that people here really try to support students. It doesn’t matter how young or old you are, it doesn’t matter what you do or how you got here, you can go to school and get on a better path.”

Congratulations to Frankie on her transition to civilian life, her success in college, and for taking on new leadership roles as a veteran student at MCC.

As a veteran, a parent and grandparent, and an MCC student, Frankie is just like you. She wants to support her family, have a successful career, and take pride in her work every day. She’s made MCC a big part of those goals, and we’re not going to let her down.

Learn more about how MCC supports veteran students by attending one of our community forums this year. A complete schedule is at www.mchenry.edu/forums.
Brand Marketing Goals

- Create a solid brand launch and foundation among MCC’s Tier One Stakeholders (employees, students, Board, Foundation Board) to develop them as the College’s best ambassadors for the brand.
- Build a platform to consistently communicate the MCC brand to internal and external audiences, differentiating MCC from other institutions in the marketplace.
- Enhance MCC’s reputation.
- Ensure that the MCC brand drives College decisions, including planning and hiring efforts.
Measuring Effectiveness

- Bring internal audience ratings of MCC up to 3.9 or above when Brand Monitor baseline perception research is repeated. (Year 1, Year 3)
- Increase participation in MCC special events and forums.
- Unaided recall of at least one brand attribute or portion of the brand pledge. (Goal: 25% of target audiences)
- Boost by 5% the number of respondents who rank MCC quality as “very good” when Brand Monitor baseline perception research is repeated.
- Strategic plan reviews, board meetings, faculty meetings—is the brand alive? Is this plan being executed, revised and lived?
Next Steps

- Fall 2013 follow-up survey with current students and employees
- Know MCC campaigns to support brand identity
- Revitalization of messaging based on student feedback (year 2)
Questions?