



**MCC Branding
Overview and
Survey Results**

*Meeting of the Board of Trustees
Thursday, July 23, 2015*

Brand Overview

- More than a logo or tagline
- About the experience that begins with someone's first introduction to MCC
- How we tell MCC's story
- Built upon the strengths that characterize an organization
- Claims a unique position in the marketplace
- Vital part of the strategic direction

Brand Benefits

- Increased awareness of our people and programs
- Elevated importance and perceived quality in the community
- Perception/reputation management
- Helps focus development efforts, including: fundraising, alumni relations and recruitment/hiring practices

Data-Driven Brand Development

- Focus groups and interviews
- Web-based survey (2011, 2015)
- Development of brand pledge statement and brand attributes
- Creative team visits and interviews
- Heritage of McHenry County (athletic identity)
- Collection of feedback from various follow-up visits

MCC Brand Pledge and Attributes

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—Marketing Approach

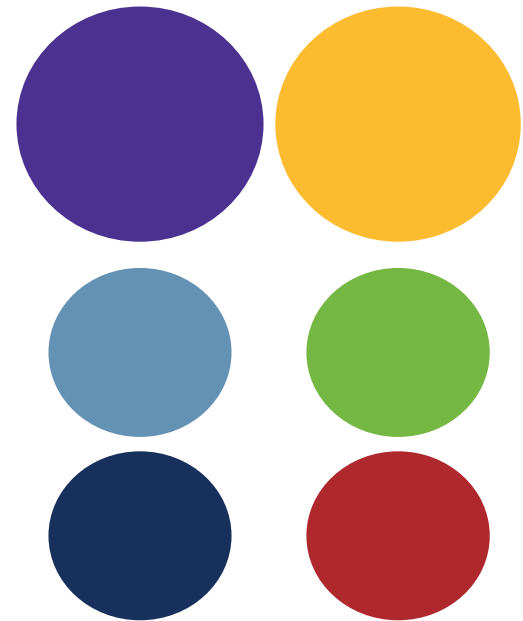
- Differentiate MCC through powerful and bold messaging and visuals
- Creation of a new understanding of the College for external stakeholders
- Execution of concept varies based on stakeholder group through targeted messages that are direct with a call to action

About the Institutional Logo

- Reflective of boldness of the brand identity
- Helps improve recognition of College, as well as professional appearance and shifting perceptions
- Distinctive
- Strong balance of stability and innovation/growth
- Fresh today and in 20 years

About the Color Palette

- Institutional colors reflect brand identity and are different than other community colleges/schools in the area
- Fresh, yet lasting
- Color palette creates a feeling of energy and movement, supporting the message that MCC is bold and forward thinking



Brand Implementation and Management Timeline

- Summer 2012 (August 16, 2012)
 - Internal brand launch with employees and current students (including athletic brand)
- Summer-Fall 2012
 - Changeover of all marketing messages and materials, including updated website, new recruitment/advertising campaigns focused on brand attributes and related imagery
 - Implementation of Brand Book, which incorporates brand and graphic standards and style guide
 - Development of brand templates for internal use across the College
 - Meeting with departments to discuss importance of brand consistency
 - Integration of brand identity into physical facilities direction
- Spring 2013
 - Launch of “Purple Pride” days
- Spring 2013-Present
 - Ongoing brand management and identity work through materials, photography/images, website, social media, advertising (print and online), commercials, brand story search committee, etc.
 - Shift of brand attributes to core values of institution
 - Integration of brand attributes/values into Strategic Plan
 - Presentations at the national level (National Council of Marketing and Public Relations, American Marketing Association)
- Summer 2015
 - Second launch of Brand Monitor Survey to capture, evaluate and build on the quantitative baseline data collected in 2011 of key audience perceptions of MCC

2015 Brand Monitor Survey Results

■ Method

- Fieldwork conducted in May 2015
- Email invitation, web-based survey of six primary audiences (employees, credit students, noncredit students, prospective students, alumni, community partners)
- 13,007 email records contacted
- 1,543 completed surveys (strong 12 percent response/participation rate)
 - Includes 931 completed student surveys (credit, noncredit and adult programs)

2015 Brand Monitor Survey Results

- Comparison to 2011 Baseline Survey
 - Overall participation rate consistent with initial survey
 - Number of completed surveys among prospective students and alumni increased in 2015
 - Number of female and male respondents remained consistent from 2011 to 2015 (with seven in ten participants female)

2015 Brand Monitor Survey Results

- Comparison to 2011 Baseline Survey—cont'd.
 - More positive opinions about MCC are evident from the total campus community in 2015 than in 2011
 - Overall perception rating of MCC went from a mean of 3.72 to a significantly higher mean of 3.90 on a 5-point scale
 - Eleven of 26 MCC performance metrics experienced a significantly more positive rating
 - Eight of the 10 marketing statements about MCC received significantly more support from the total audience
 - Overall rate of recommending MCC grew from 74 percent in 2011 to 79 percent in 2015
 - Academic variety is perceived as more of a strength

2015 Brand Monitor Survey Results

■ Areas of Opportunity

- Current students' ratings and opinions suggest that improvements can be made in sharing information about:
 - Credit transfer to other institutions
 - Ability to earn a degree in a short amount of time
 - Level and consistency of service with faculty and staff
- While alumni were positive about MCC, their level of engagement with the College can be improved
- Fifty-two percent of the prospective students participating in the survey chose MCC as their first choice for college
- Performance measure of “graduates get good jobs” did not show improvement, indicating that more attention should be paid to telling this story in marketing and messages
- The top source of information used to find accurate information about MCC is the website (website redesign project)
- The use of social media to find information grew from four percent in 2011 to eight percent in 2015

Next Steps

- Share summary of survey results with campus community
- Create strong message points around change-ready, community and quality for employees to use during discussions, meetings, etc.
- Launch website re-design project
- Update Brand Book with new information and guidelines

Next Steps—continued

- Update select materials to refresh messaging and imagery, making a stronger connection to three core attributes (values) of change-ready, community and quality
- Develop MCC Signage Standards that drive better navigation on campus, as well as reflect brand identity
- Create additional interactive content (images, video) to further tell MCC's story through a variety of channels
- Conduct follow-up Brand Monitor Survey (2017)

Questions