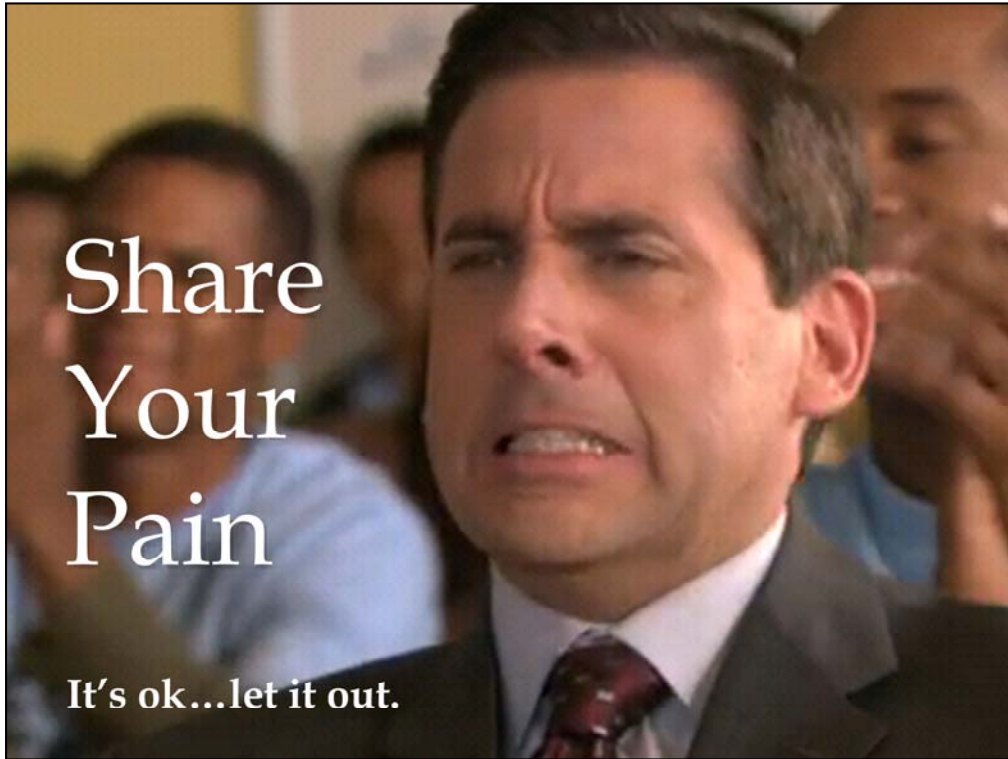


# Redefining Success

Translating Brand Marketing Strategy and Approach  
to Empower the Campus Community

MARY GRESCH  
CHRIS COONEY

University of Idaho



Share  
Your  
Pain

It's ok...let it out.

Success =

# Success =

- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image

# Success =

- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image
- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

# Our Story

ACT 1

Success =

- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image



**I AM MORE THAN  
ONE HUNDRED YEARS OF  
LIVING, LEARNING & LEADING  
IDAHO AND THE WORLD BEYOND**

**I AM A PIONEER IN THE WORLD OF BUSINESS.** I may be one of the first women to become Chairman of the Board of a \$9 billion organization like Deloitte & Touche, but I am not alone in my journey. Coming up in Eastern Idaho, I achieved my later success everywhere, two of them at the University of Idaho. That's where I learned to lead. Thanks to Bob Clark, my professor and mentor, I was challenged to think differently about my role in the world of business. But it was the combination of those classroom experiences and the abundance of leadership opportunities, unique to a midwestern campus like Idaho, that taught me both the fundamentals of business and how to build relationships. Accounting is about numbers, but leading is about people. And it's the people from my college days in Moscow that continue to make this journey so special.

**I AM SHARON ALLEN. I AM THE UNIVERSITY OF IDAHO.**

**University of Idaho**  
A LEGACY OF LEADING  
Learn more | [www.uidaho.edu](http://www.uidaho.edu)

Success =

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Success =

- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image



CAMPAIGN IDAHO SILVER AND...

**Bold.**

University of Idaho  
College of Business and Economics

Success =

- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image



Success =

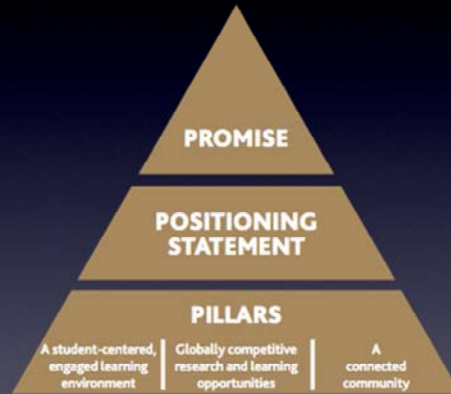
- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image



President

Brand

# How brands are built:



(our message platform)

# “Leading” by Example

*The Ford Story*





**The company with leading  
solutions that help people have a  
better life**



**Quality  
Green  
Safety  
Smart Technology**

***"Drive One"***



Drive one.

[fordvehicles.com](http://fordvehicles.com)







Control Blade drives. Don't drive while distracted. For more info, visit [ford.com/controlblade](#).

- OUR PLAN & PROGRESS
- QUALITY
- GREEN
- SAFETY
- SMART TECHNOLOGY



top ford story

Live Chat with Ford Edge Chief Engineer Elaine Bannon

story clarence r. Finally Forgiven

[Featured](#) | [Read More](#) | [Comment\(s\)](#)

featured ford story

Ford Ready to Set the Pace at the 2010 Daytona 500

### in the spotlight

The videos, photos and articles that are the Ford Story [Most Recent](#) | [Most Viewed](#)



**Ford Earns Profit for 2009**  
Bucking the trend with solid business decisions and good products  
[Read the full article](#)

[3](#) Comments | January 28, 2010



**Ford Fiesta S2000 Rally Car wins Monte Carlo!**  
Fiesta wins this IRC race and is ready for the WRC series

### get involved

Connect with us and be part of the Ford Story

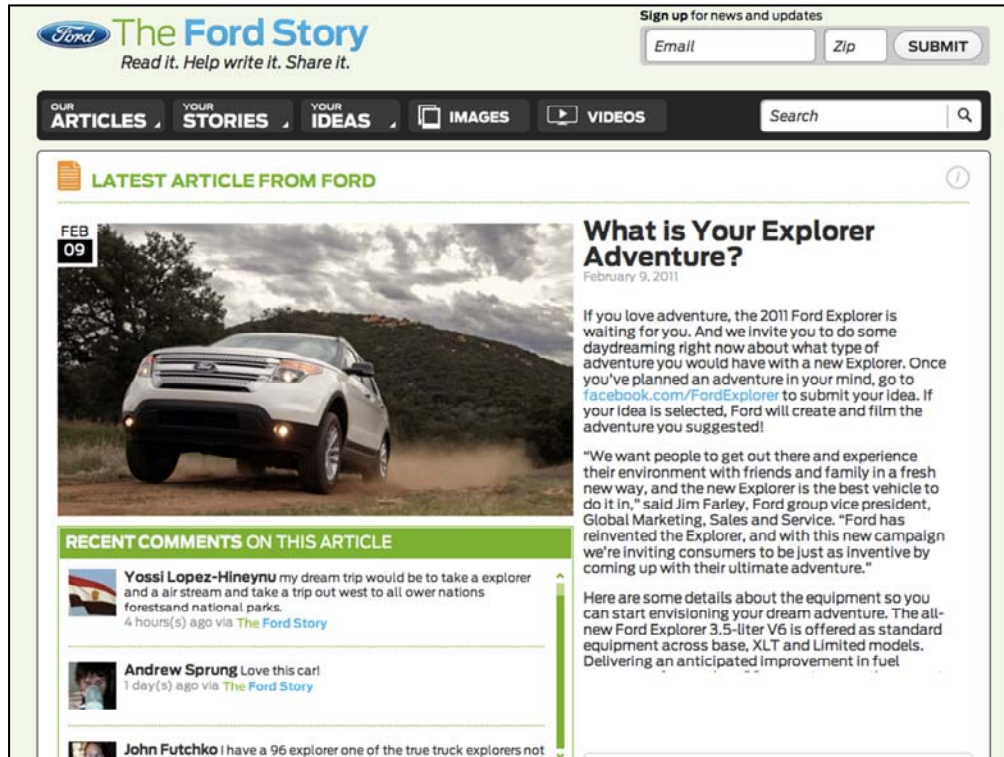
submit your stories

Your stories are part of the Ford Story.



[Submit your Story](#)

[Explore Stories](#)



THE FORD STORY Web site is a dynamic and “real life” expression of the TRANSFORMATION the company has undergone in the past four years.

Ford uses their Web presence as the primary channel of communication with their customers

The site ENGAGES visitors and invites them to SHARE their stories  
Employees are given a visible and central role in the "Ford Story"



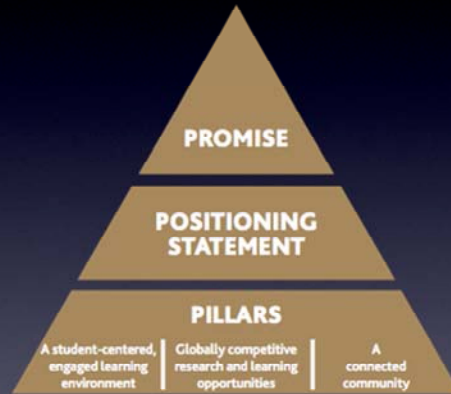
# Success =

- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

# Our Story

ACT 2

# How brands are built:



(our message platform)

First choice for  
student success and  
statewide leadership

(our promise)

A student-centered engaged learning  
environment

Globally competitive research  
and learning opportunities

A connected community

(our pillars)



## BRAND PLATFORM

### PROMISE:

First choice for student success  
and statewide leadership

### PILLARS:

A student-centered engaged  
learning environment

Globally competitive research  
and learning opportunities

A connected community

- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

University of Idaho



**STRATEGIC PLAN**  
2010-2011



### INTRODUCTION

The University of Idaho is the first choice for student success and statewide leadership. We are a premier land-grant research university and the flagship institution in our state. We lead in teaching and engaged student learning in our undergraduate, graduate and professional programs. We excel at interdisciplinary research, service to businesses and communities, and in advancing diversity, citizenship, and global outreach. Through our growing residential and networked university and strong alumni connections, we develop leaders who will guide Idaho to global economic success, create a sustainable American West, and address our nation's most challenging problems.

As Idaho's land-grant institution, our students, faculty and staff are engaged in a vast network of powerful partnerships: statewide campuses, laboratories, research and extension centers, outreach programs, and a base of loyal alumni worldwide. These resources provide connections to individuals, businesses and communities which strive to improve the quality of life of all Idaho citizens and secure the economic progress of the world.

We are committed to a student-centered, engaged learning environment. Our unique

- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

# INTEGRATED BRAND MARKETING & COMMUNICATIONS PLAN

GOAL #1	GOAL #2	GOAL #3	GOAL #4
EXTERNAL	ENROLLMENT	FUNDRAISING	INTERNAL
Build Awareness, Advocacy and Action	Solidify and Expand Enrollment Positioning	Build Inspiration, Confidence and Contributions	Give Voice and Internal Commitment to Brand

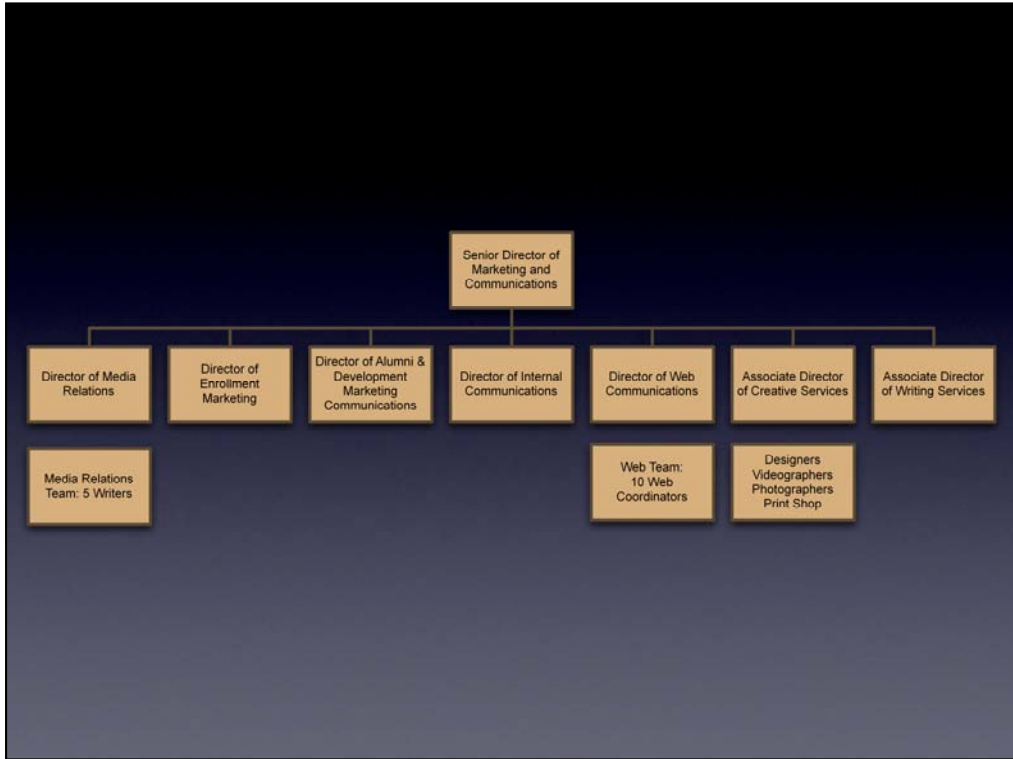
REGIONAL  
MARKETING &  
COMMUNICATIONS  
PLANS

NORTH  
SOUTH  
EAST

INTEGRATED BRAND  
MARKETING &  
COMMUNICATIONS  
PLAN

External  
Enrollment  
Fundraising  
Internal

- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces



MARKETING &  
COMMUNICATIONS  
TEAM

Media Relations  
Enrollment  
Fundraising  
Internal Communications

Web Communications  
Creative Services  
Writing Services

- ✓ Brand platform
- ✓ Strategic alignment
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- ✓ Collaborative spaces

STRATEGIC BRAND LEADERSHIP  
GROUP

MARKETING &  
COMMUNICATIONS TEAM

BRAND MARKETING COUNCIL

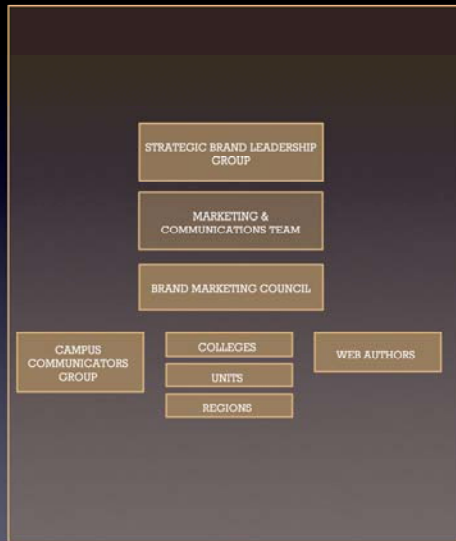
CAMPUS  
COMMUNICATORS GROUP

COLLEGES

WEB AUTHORS

UNITS

REGIONS



- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

# OUR BRAND OUR STORY

University of Idaho

- HOME
- OUR VISION
- OUR IDENTITY
- OUR WORDS
- OUR VISUALS
- OUR WORK

QUICK GUIDE

## RECRUITMENT VIDEO

This is My University of Idaho

[More >>](#)

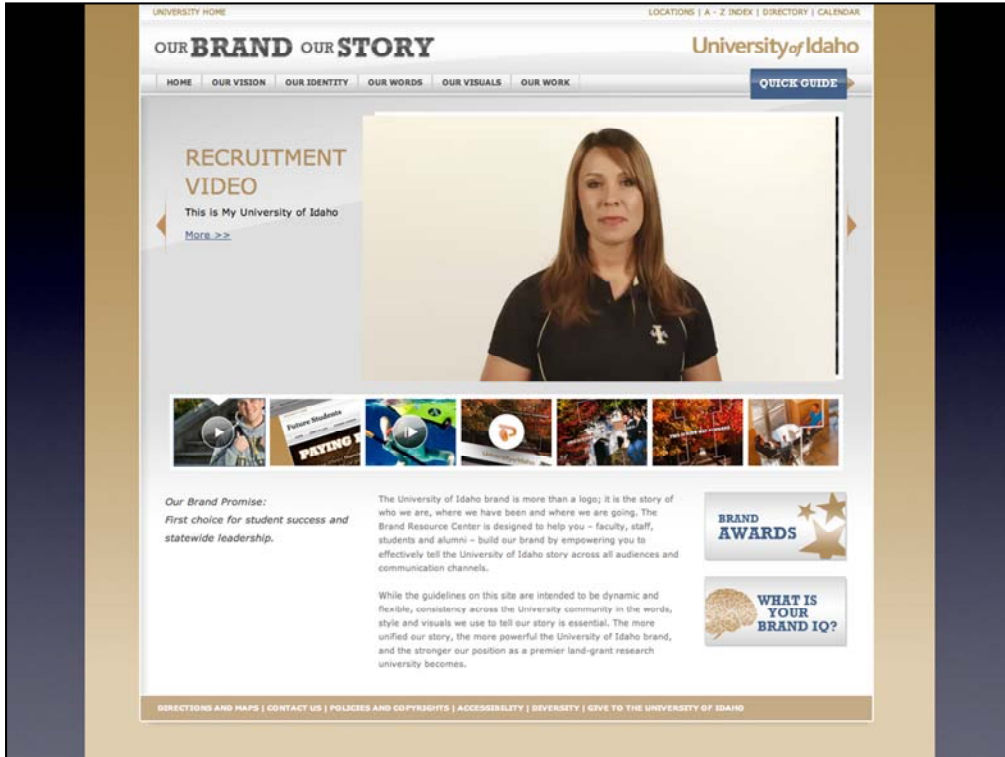


**Our Brand Promise:**  
*First choice for student success and statewide leadership.*

The University of Idaho brand is more than a logo; it is the story of who we are, where we have been and where we are going. The Brand Resource Center is designed to help you – faculty, staff, students and alumni – build our brand by empowering you to effectively tell the University of Idaho story across all audiences and communication channels.

While the guidelines on this site are intended to be dynamic and flexible, consistency across the University community in the words, style and visuals we use to tell our story is essential. The more unified our story, the more powerful the University of Idaho brand, and the stronger our position as a premier land-grant research university becomes.





Brand Resource Guide

- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

Org Structure

# Our Story

ACT 3

Growing our reputation  
Extending engagement

Your Story

# Success =

- ✓ Image & Opinion
- ✓ Enrollment
- ✓ Giving
- ✓ Research
- ✓ President's Image
- ✓ Brand platform
- ✓ Strategic alignment
- ✓ Integrated mktg. plan
- ✓ Integrated organization
- ✓ Internal engagement
- ✓ Collaborative spaces

Checklist – foundational measures of success

# Thank You

MARY GRESCH  
CHRIS COONEY

University of Idaho