Brand Matters: The Relationship between Students and Schools

Kim Reid | Principal Analyst
Stakeholders in Institutional Brand

Prospective Students

Parents

Current Students

Legislature

Faculty/Admin

Community

Athletics

Alumni
The Brand Problem
Position Based on Your Market Performance

Unconventional

Aspirational

Peripheral

Mainstream

DISTINCTIVENESS

CENTRALITY
The Domestic Brand Map

Private Baccalaureate
- Haverford
- The New School (University of Alaska - Fairbanks)
- BYU Idaho
- Embry-Riddle

Private Masters
- MIT
- Harvard
- Johns Hopkins

Private Doctoral
- Stanford
- NYU
- Texas A&M
- UCLA

DISTINCTIVENESS

CENTRALITY

* Standardized scores
Organizing Principles

Student Mindsets
Eduventures Prospective Student Survey

NATION’S LARGEST MARKET SEGMENTATION AND BRAND SURVEY

- Students’ imagined pathway
- Brand perceptions of the colleges

1,437 Institutions  159,172 Ratings
We Can Organize Students into Mindsets

**Career**
- EXPERIENTIAL INTEREST: 19%
- CAREER PRAGMATISTS: 21%

**Experience**
- SOCIAL FOCUS: 18%
- EXPLORATION & MEANING: 17%

**Academic**
- CAREER THROUGH ACADEMICS: 14%
- GRAD SCHOOL BOUND: 10%
<table>
<thead>
<tr>
<th>Experiential Interests</th>
<th>Social Focus</th>
<th>Career Pragmatist</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extraverted</td>
<td><img src="image1" alt="Green Circle" /></td>
<td><img src="image2" alt="Red Circle" /></td>
<td><img src="image3" alt="White Circle" /></td>
<td><img src="image4" alt="White Circle" /></td>
<td><img src="image5" alt="Pink Circle" /></td>
</tr>
<tr>
<td>Agreeable</td>
<td><img src="image6" alt="White Circle" /></td>
<td><img src="image7" alt="Green Circle" /></td>
<td><img src="image8" alt="Green Circle" /></td>
<td><img src="image9" alt="White Circle" /></td>
<td><img src="image10" alt="Red Circle" /></td>
</tr>
<tr>
<td>Emotionally Stable</td>
<td><img src="image11" alt="Green Circle" /></td>
<td><img src="image12" alt="Red Circle" /></td>
<td><img src="image13" alt="White Circle" /></td>
<td><img src="image14" alt="White Circle" /></td>
<td><img src="image15" alt="White Circle" /></td>
</tr>
<tr>
<td>Conscientious</td>
<td><img src="image16" alt="Green Circle" /></td>
<td><img src="image17" alt="Red Circle" /></td>
<td><img src="image18" alt="White Circle" /></td>
<td><img src="image19" alt="Pink Circle" /></td>
<td><img src="image20" alt="Green Circle" /></td>
</tr>
<tr>
<td>Open</td>
<td><img src="image21" alt="Pink Circle" /></td>
<td><img src="image22" alt="Green Circle" /></td>
<td><img src="image23" alt="Green Circle" /></td>
<td><img src="image24" alt="Red Circle" /></td>
<td><img src="image25" alt="Pink Circle" /></td>
</tr>
</tbody>
</table>
Demography Is Not Destiny

<table>
<thead>
<tr>
<th>Experiential Interests</th>
<th>Career Pragmatists</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Generation</td>
<td>23%</td>
<td>17%</td>
<td>14%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Less than $40K</td>
<td>22%</td>
<td>17%</td>
<td>16%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>20%</td>
<td>23%</td>
<td>11%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td>23%</td>
<td>16%</td>
<td>17%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>21%</td>
<td>21%</td>
<td>17%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Asian/Asian-American</td>
<td>21%</td>
<td>21%</td>
<td>16%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Female</td>
<td>21%</td>
<td>23%</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Top Grades</td>
<td>21%</td>
<td>19%</td>
<td>15%</td>
<td>16%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Organizing Principles

Brand Segments
We Can also Organize Institutions into Brand Segments

WHAT’S THE FIRST WORD THAT COMES TO YOUR MIND...
Most Higher Ed. Brands Cluster into Big Segments

BUT SOME DRIVE OUTSIZED INTEREST

Public Segments

- Small Regionals
- Mid-sized Close
- Large Close
- Flagship Athletics Dominant
- Flagship Athletics Important
- Diverse or Urban
- Natural Beauties
- Prestige
- UC Beach
- Engineering

Ratings

Institutions
Most Higher Ed. Brands Cluster into Big Segments

BUT SOME DRIVE OUTSIZED INTEREST

Private Segments

- Small, often Religious
- Small, often unaffiliated
- Quality, but Expensive
- Christian Identity
- Urban Diversity
- Liberal Arts
- Prestige 3
- Prestige 2
- Prestige 1
- Large Christian
- NYU

Ratings

Institutions
Mindset Membership for Public Clusters

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Experiential Interests</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career Pragmatists</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige</td>
<td>17%</td>
<td>11%</td>
<td>21%</td>
<td>20%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Natural Beauties</td>
<td>18%</td>
<td>12%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Mid-sized Close</td>
<td>20%</td>
<td>24%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Mid-Sized Close

74% Admitted

10,650 Enrollment
Natural Beauties

- Community
- Pretty
- Big
- Expensive
- Beautiful
- Large
- Engineering
- Affordable
- Home
- Party
- Diverse
- Family
- Close
- Fun
- Mountains
- Prestigious
- Comfortable
- Nature
- Cold
- Close
- Fun
- Mountains
- Prestigious
- Comfortable

- Academics
- Education
- Far

- Virginia
- 68%
- Admitted
- 18,933
- Enrollment

- UVM
- Home

- Colorado
- University

- Hawaii
- Beautiful
Prestige Publics

UCLA
Admitted
23%
Enrollment
32,778

University of Michigan

University of California, Berkeley

Texas
The University of Texas at Austin
Mindset Membership for Private Clusters

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Experiential Interests</th>
<th>Social Focus</th>
<th>Career through Academics</th>
<th>Career Pragmatists</th>
<th>Exploration and Meaning</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Arts</td>
<td>10%</td>
<td>7%</td>
<td>25%</td>
<td>26%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Quality, but Expensive</td>
<td>19%</td>
<td>14%</td>
<td>22%</td>
<td>19%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Small and often Religious</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>15%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Small, often Religious
Quality, but Expensive
Learning About Your Brand
California Publics by Brand Segment

- Small Regional
- Mid-sized Close
- Large Close
- Natural Beauties
- CA Beach U
- Prestige

DISTINCTIVENESS vs. CENTRALITY
Monterey Bay = Beach + Ocean; Santa Cruz = Beach + Forest

CROSS-APPLICANT COMPARISON: TOP 25 WORDS

CSU – Monterey Bay
- opportunity
- big
- marine
- cold
- familiar
- location
- fun
- community
- close
- small
- nice
- home
- friendly
- family
- beautiful
- cool
- pretty
- close
- affordable

UC – Santa Cruz
- diverse
- environment
- far
- pretty
- unique
- warm
- beautiful
- beach
- close
- cool
- relaxed
- opportunity
- ocean
- home
- trees
- nice
- nature
- research
- affordable
- slug
Monterey Draws Career-Driven; Santa Cruz Experience-Driven

MINDSET PROFILES OF COMPETITORS

<table>
<thead>
<tr>
<th>University</th>
<th>Experiential Interests</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC - Santa Cruz</td>
<td>15%</td>
<td>14%</td>
<td>20%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>CSU - Monterey Bay</td>
<td>20%</td>
<td>28%</td>
<td>13%</td>
<td>19%</td>
<td>10% 9%</td>
</tr>
<tr>
<td>CSU - Chico</td>
<td>15%</td>
<td>31%</td>
<td>23%</td>
<td>15%</td>
<td>11% 5%</td>
</tr>
<tr>
<td>CSU - San Marcos</td>
<td>23%</td>
<td>24%</td>
<td>16%</td>
<td>22%</td>
<td>7% 7%</td>
</tr>
</tbody>
</table>

Career Pragmatists

Social Focus

Exploration and Meaning

Career through Academics

Grad School Bound
Monterey Bay – Friendliest, Fun, Affordable

LESS WELL-KNOWN, LESS DIVERSE, LACKS THE CHALLENGE OF SANTA CRUZ

Associated Brand Constructs

- **CSU - Monterey Bay**
  - Friendly/Comfortable/Community: 66%
  - Affordable/Value: 38%
  - Diverse: 20%

- **CSU - Chico**
  - Friendly/Comfortable/Community: 54%
  - Affordable/Value: 42%
  - Diverse: 27%

- **UC Santa Cruz**
  - Friendly/Comfortable/Community: 60%
  - Affordable/Value: 35%
  - Diverse: 19%

- **CSU - San Marcos**
  - Friendly/Comfortable/Community: 61%
  - Affordable/Value: 38%
  - Diverse: 22%
## Monterey Bay – Focus on Natural Science Majors

**WHAT OTHER PROGRAMS CAN BUILD BRAND?**

<table>
<thead>
<tr>
<th>Program</th>
<th>CSU Monterey Bay</th>
<th>UC Santa Cruz</th>
<th>CSU San Marcos</th>
<th>CSU Chico</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Sciences</td>
<td>21%</td>
<td>16%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Health Professions</td>
<td>12%</td>
<td>15%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>Psychology</td>
<td>8%</td>
<td>10%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Not sure</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Business</td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>6%</td>
<td>1%</td>
<td>0%</td>
<td>12%</td>
</tr>
<tr>
<td>Liberal Arts &amp; Humanities</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>5%</td>
<td>6%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Criminal Justice &amp; Protective Services</td>
<td>3%</td>
<td>3%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Computer Science, Math and Statistics</td>
<td>2%</td>
<td>7%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Engineering</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Environmental Science and Forestry</td>
<td>2%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Sports Science and Management</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Brand Building Strategies
Keeping in Mind...

OUR DATA SHOWS US THAT

- Students belong to Mindsets
- Institutions belong to unseen brand segments
- Little depth of knowledge in many segments
- Recruitment presents an opportunity for grassroots brand building
- Accomplished by understanding position relative to students and competitors in market
5 Questions to Stimulate Prospective Student Brand Strategy

• Which students are the right fit?
• Which institutions are the right peers?
• What role will academic programs play?
• What elements of your student experience enhance brand?
• How will communications match brand promise to student expectations?
Questions?
Thank you.