Naming and Branding the Quality Enhancement Plan at the University of Kentucky

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Marketing Research

UK conducted market research with prospective students in 2006 and 2010

• Student priorities upon graduation from an institution
  • Can I get a job with my degree?
  • Can I get into the graduate or professional school I want with my degree?
Research: In-State Students

- 2006: 65 percent said “very important” job/grad school
- 2010: 68 percent said “very important” job/grad school
- Other factors that were of importance:
  - Financial aid and scholarships
  - Strength of major
  - Quality of faculty
Research: Out-of-State Students

• 2006: 65 percent said “very important” job/grad school

• 2010: 68 percent said “very important” job/grad school

• Other factors that were of importance:
  • Strength of major
  • Quality of faculty as teachers and mentors
Student focus groups were conducted on campus during September and October 2011; students chosen were broadly representative.
Project “X”
Focus Group Results

Students uniformly told us:

• “Project X” would help them with their post-graduate careers

• “Project X” would help them learn to create projects in multiple platforms

• They use and like the Writing Center, the Hub @ W. T.’s, the Study and want this new center to be similar
Focus Group Results

Students uniformly told us:

• There is a real and pressing need on campus for a center, in particular, that would help students with digital projects and presentations
  • Must be in a central location
  • Should be comfortable and inviting with high-tech technology and assistance available
  • Accessible in terms of hours of operation
• Such a focus (whether a center, a course of study or an initiative) needs to be **simple and straightforward in its branding**
  • “If it’s a good place, it’s a good place – keep it simple (in terms of a name).”
Promoters Brainstorming Session
Next Step: Testing Concepts

Five concepts were developed by the promoters committee:

CATS Connect
- Tagline:
- Where students will work:
  – Composition and Communication Center
  – Connection Center

Big Blue Assignment
- Tagline: Your future is our assignment
- Where students will work:
  – The Assignment Center

MCXC
- Stands for: Multimodal Communication Across the Curriculum
- Tagline:
- Where students will work:
  – MCXC Center
  – Communication Center

WORD Motion
- Stands for: Written, Oral, Rhetoric, Digital, Media
- Tagline:
- Where students will work:
  – The Word Center

Presentation U
- Tagline: You’re the ultimate presentation
- Where students will work:
  – Presentation Center
Testing Concepts

• In November, two focus groups were held with student leaders to test potential branding options
  • *Groups were diverse in terms of age and class, majors and backgrounds*

• Each group was shown the five concepts in different orders to eliminate any positional bias

• Students were read information about “Project X” prior to showing them the concepts for branding as background information
QEP Name: Presentation U
Where students would go to learn: Presentation Center

• Students believed they would use these terms in their daily conversations; they’d grow into part of the campus lingo

• Students thought these names clearly communicate what the center and concept is all about
Logo and Variations

Presentation U!

Presentation U!
Next Steps – Looking Forward to April 2013

• Incorporate branding into existing marketing plan

• Marketing plan timeline will be adjusted to begin in Spring 2012

• Spring 2012 will be a time to “test the waters” and build awareness

• Full implementation of the marketing plan will begin in Fall 2012 and continue, peaking in April 2013 for when SACS is on campus
QUESTIONS?