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Solano Community College:

Brand Research, Refresh and Image Campaign Update

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A Branding, Marketing, Communications and Digital Agency

Public relations and media communications

Reputation management and crisis management

Brand analysis, strategy, planning and brand platform development

Market research, analysis and planning

Logo/corporate identity development

Advertising/creative services for newspaper/ magazine, television, radio, outdoor and digital media

Traditional and digital media planning, analysis and buying

Writing and design for brochures, annual reports, direct mail and other collateral

Expert account and project management

Community engagement and outreach

Mobile website and application design and development (responsive, iOS, Android, PhoneGap)

Blog and social media planning

Search engine optimization analytics, strategy and implementation

Special event strategy, planning, marketing, promotion and management

E-mail marketing and online media planning and campaign development

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The Scope of the Project

1. Research

2. Brand development: competitive positioning, promise, pillars, messaging

3. Brand image: look and feel, print, and web design

1. Marketing and channel plan development

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Phase 1: Research

- Secondary research

- Surveys: prospective student, current student, school counselor, faculty and staff, business leaders

- Focus groups

  – Current brand awareness and perceptions, preferred channels

  – Messaging and design testing: prospective students

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Phase 2: Brand Development

- Brand foundation elements: positioning, promise, pillars

- Messaging

- "Look and feel" (imagery and design)

- Brand guide book

Phase 3: Photography & Design

- Photo shoots

- Collateral design (priority items)

- Website design templates

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Phase 4: Marketing and Channel Plan

- Implementation recommendations

- Media/channel plan development

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Where We Are:

- Research complete, except for 1 survey

- Brand promise, positioning and pillars presented – in progress

- Brand look and feel options presented and tested in focus group, to be finalized

- Photo shoots 50% completed

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Where We Are:

- Design will happen once look and feel is finalized and final photo shoot takes place

- Marketing and channel plan research and planning beginning

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Research Highlights

Secondary Research Highlights

- SCC is competitive with other schools in transfers to UC schools, and leads in transfers to CSU schools

- NVC benefits from Napa's brand

- SCC leads in percentage of student population that received degree

- DVC leads in percentage that received certificates

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Primary Research Highlights

- NVC seen by students and prospects as bigger competition than DVC or SCC

- DVC seen as the transfer school (and does have the highest transfer rates)

- High school students have more negative image of community colleges in general

- High school students want to go to college away from their high school

- Current students and those with experience have better image of community colleges

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Research Highlights: First Words about SCC

AUDIENCE	POSITIVE	NEUTRAL	NEGATIVE
Prospective Students	28%	54%	11%
Current Students	56%	29%	11%
High School Counselors	75%	17%	8%
Faculty and Staff	41%	31%	27%

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Research Highlights: First Words about SCC

- Faculty and staff had more negative impressions, but majority were positive or neutral

- Prospective students were neutral

- Current students were positive

- Affordability, convenience and accessibility, and self-improvement/success were large positive response categories across all four audiences

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Prospective and Current Students: Highlights

- The ability to transfer from a community college to a four-year university is very important

- 70% of current students said their intention is to transfer

- Majority of current students believe they will be well-prepared for university and/or a career when they graduate

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Prospective and Current Students: Highlights

- A big strength was small class sizes, receiving one-on-one attention and having easy access to faculty/staff
  - Was also something current students didn't expect from a community college

- Excellence and uniqueness of specific programs came up across all audiences
  - In test materials that listed only one or two programs, prospective students thought those were the only programs SCC offered
  - Biotech, nursing, EMT, law enforcement, and cosmetology specifically mentioned

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Faculty and Staff: Highlights

- Affordability, value

- Location, convenience

- Part of the Solano community

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Faculty and Staff: Highlights

- Believe SCC is a good place to get an education that will help you transfer

- Believe public views SCC as affordable

- Believe public also views SCC as having accreditation issues and financial struggles
  - Prospective students and current students were largely unaware of and/or did not mention these issues

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Faculty and Staff: Highlights

- Support the effort to improve the overall image of SCC to encourage recruitment

- Believe the biggest issues are misperceptions or lack of awareness of what SCC offers

- There is a minority who are not confident about SCC's ability to provide a good education or its value to the community

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Solano Community College's Biggest Strengths

- Affordable

- Convenient and accessible

  - For students: convenience of 3 locations and class schedules and accessibility of ease of entry and one-on-one faculty attention

  - For faculty and staff: SCC is open to and provides opportunities to everyone

- Successfully helps students transfer to a four-year college

- Successfully helps students succeed in a viable career

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Our Brand

Our purpose is to help each and every student achieve their full potential.

We value education that is accessible and pushes students to grow far beyond our classrooms.

We will be known as a springboard, a jumping off point, an opportunity for every student to reach new heights and better their lives.

We see a future where every graduate realizes their true potential thanks to the skills, academics and education we provide.

We promise to move you forward.

Our Brand Position

Solano Community College provides affordable, high-quality education and career-training programs for students in the surrounding area who are ready to take the next step in their lives, whether that step is earning a degree, starting a new career, or transferring to a four-year school.

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Our Brand Pillars

- Accessibility

- Education

- Growth

- Respect

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Accessibility

- Affordable way to earn your degree or certificate, complete your first two years of school, or learn a new career

- We help every student who wants to attend find a way

- Multiple campuses in convenient locations

- Committed to helping every student succeed

- Small class sizes and dedicated faculty provide one-on-one attention

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Education

- Ease of transferring to four-year institutions

- Career-training in growing fields

- More than 100 Degrees and Certificates

- High graduation rates

- Science, health career programs among best in state

Growth

- Growth in our students
  - Our students leave prepared for their next step in life
  - We help students improve themselves and their lives through education
  - Our faculty and staff support our students and help them realize their potential
  - We established and continue to grow the Solano Community College Educational Foundation to support our students and programs

- Growth in our college, our campuses, and our programs

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Respect

- Respect each other, our campuses, and our college

- Pride in our students, our faculty/staff, and the education we provide

- Pride in and support for our athletic programs

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Recommendations for Brand Implementation

A few Recommendations

- Continue to improve transfer tools and communicate this to prospective students

- Ensure professionalism in all operations

- Capitalize upon athletic programs you have to increase school pride

- All should demonstrate respect for and pride in SCC

- Internal branding initiative to help increase engagement, pride, and support

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In Closing…

Creating a new brand and image is not a marketing agency's job. It's not the job of just one or two people or positions. There has to be institution-wide commitment for this to work. Your new brand must be seen, understood, and embraced internally before it will be externally. Don't let it sit on a shelf.

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Thank You