Brand and Marketing Highlights

October 2017
Partnered with SME to conduct brand research to create a unified brand promise for the University.

Why?

Despite our rich history, the UND brand was stagnated. Without a unified brand promise, and as the result of a fragmented approach to marketing, UND has lost ground on its competitors, both within the state of North Dakota and across the wider region.
Research Participants & Methodology

Wide range of stakeholders, including:

- University leadership
- Faculty
- Staff
- Current undergraduate students
- Current graduate students
- Parents of current students
- Prospective students
- Alumni
- Grand Forks and ND residents

Methods

- Online brand health survey (4,619 responses)
- Leadership in-depth interviews (19 interviews)
- Key stakeholder focus groups (9 groups)
“When you think of the University of North Dakota, what comes to mind?”

<table>
<thead>
<tr>
<th></th>
<th>Current students (Undergrad and Graduate)</th>
<th>UND Alumni</th>
<th>Prospective Students</th>
<th>Faculty/Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top word/phrase</td>
<td>Hockey</td>
<td>Hockey</td>
<td>Hockey</td>
<td>Hockey</td>
</tr>
<tr>
<td>#2 word/phrase</td>
<td>Fighting Sioux</td>
<td>Fighting Sioux</td>
<td>School</td>
<td>Education</td>
</tr>
<tr>
<td>#3 word/phrase</td>
<td>School</td>
<td>Education</td>
<td>Aviation</td>
<td>University</td>
</tr>
<tr>
<td>#4 word/phrase</td>
<td>Aviation</td>
<td>School</td>
<td>Program</td>
<td>Budget cuts</td>
</tr>
<tr>
<td>#5 word/phrase</td>
<td>Cold</td>
<td>Pride</td>
<td>Cold</td>
<td>Pride</td>
</tr>
</tbody>
</table>

Sample (n) = 978 | Sample (n) = 560 | Sample (n) = 1,078 | Sample (n) = 684
“When you think of the University of North Dakota, what comes to mind?”

1. Hockey
2. Quality Academics/Institution
3. Sioux/Name Change
4. Aviation
5. Snow/Cold

Brand Health Survey Q2; Sample (n) = 4,310
OUR BRAND PILLARS

These are the building blocks that define who we are. Representing the values and attributes that make UND special, they support our brand promise to tell our story.

NORTH DAKOTA
We take great pride in our history, community, work ethic and resiliency. These are the values we share with North Dakota. Once a part of UND, always a part of UND.

READY
We equip our students with a skill-set to lead in life; our hands-on, professional curriculum is strengthened by the Liberal Arts to develop dynamic leaders.

DOERS
We meet adversity head-on, roll up our sleeves and get the job done. We lead not by telling, but by doing.

IMPACT
We believe in action and tangible outcomes. Our groundbreaking research, economic impact and the great successes of our alumni are a testament to our belief that results matter.
Now we have a unified brand promise created on the foundation of four brand pillars.
OUR EXTERNAL BRAND PROMISE

LEADERS IN ACTION
Marketing and Communication guidelines

- Logo guidelines
- Typefaces
- Color palette
- Photography guidelines
- Graphic elements: arrows and slashes
- Writing style: personality, tone of voice
- Messaging points specific to audiences
Execution 2017-2018

Traditional Marketing Plan

• Billboards in North Dakota and Minnesota
• UND sponsorship presence for brand giveaways at all home football, volleyball, basketball and hockey games
• Traditional broadcast and streaming TV spots
• Signage across campus
• Recruitment materials
• Current student communication
Digital Marketing

• Programs run on 6-8 week cycles with 8-10 programs per cycle
• Brand landing page for general UND ads
• Google AdWords, Google Display Network, Facebook, LinkedIn, Instagram
  – Retargeting through some mediums

#UNDproud
Accountancy
Earn your degree with real world experience.
Learn More

Petroleum Engineering
Earn your degree in the epicenter of the industry.
Learn More

Entrepreneurship degree
Working with real clients on real projects.
Learn More

Computer Science
UNIVERSITY OF NORTH DAKOTA

English
Earn your master’s at UND.
Learn More
Execution 2017-2018

Website Redevelopment

blogs.UND.edu/web-redesign

UNIVERSITY OF NORTH DAKOTA
WEBSITE REDEVELOPMENT

Think Different

As we rethink our website, we're challenged to 'Think Different' about why we have a website, who visits and how it's used. Why do we have a website? This seems like a reasonable question but our site doesn't have a single purpose. […]

Seeing the Bigger Picture

mStoner provided a series of deliverables that set the stage for how we'll build a new website that addresses our internal needs and exceeds user expectations. Recommendations for Improvement. The following reports are mStoner's recommendations for how to proceed with web management. […]

Get Updates Via Email

Subscribe!

ARCHIVES

June 2017
April 2017
March 2017
February 2017
January 2017
Execution 2017-2018

Website Redevelopment

New event calendar: launch December 18
Execution 2017-2018

Website Redevelopment

Rollout timeline
# Execution 2017-2018

## Website Redevelopment

### Governance options

<table>
<thead>
<tr>
<th></th>
<th>Fully Managed</th>
<th>Standard</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web Consultant</strong></td>
<td>Web Team</td>
<td>Web Team</td>
<td>Web Team</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Web Team</td>
<td>Web Team</td>
<td>Academic/Support Unit</td>
</tr>
<tr>
<td><strong>Content Expert</strong></td>
<td>Academic/Support Unit</td>
<td>Academic/Support Unit</td>
<td>Academic/Support Unit</td>
</tr>
<tr>
<td><strong>Content Contributor</strong></td>
<td>Web Team</td>
<td>Academic/Support Unit</td>
<td>Academic/Support Unit</td>
</tr>
<tr>
<td><strong>User Support</strong></td>
<td>NA</td>
<td>Web Team</td>
<td>Academic/Support Unit</td>
</tr>
<tr>
<td><strong>Technical Support</strong></td>
<td>Web Team</td>
<td>Academic/Support Unit</td>
<td>Academic/Support Unit</td>
</tr>
</tbody>
</table>
Execution 2017-2018

Leaders in Action Story Generation

- In collaboration with UND Today and the Television Center, creating a story bank of Leaders in Action stories, both print and video
- Allows consistent voice to share the stories of UND faculty, staff, students, alumni
Recruitment
The Enrollment Funnel

PROSPECTS
INQUIRIES
APPLICANTS
ADMITS
CONFIRMED
ENROLLED
## UND’s Enrollment Funnel

<table>
<thead>
<tr>
<th>Stage/Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospects</td>
<td>112,711</td>
<td>396,502</td>
<td>427,443</td>
<td>352,234</td>
<td></td>
</tr>
<tr>
<td>Inquiries</td>
<td></td>
<td>32,480</td>
<td>69,848</td>
<td>42,221</td>
<td>30,759</td>
</tr>
<tr>
<td>Applications</td>
<td>4,735</td>
<td>4,642</td>
<td>4,920</td>
<td>5,145</td>
<td>5,121</td>
</tr>
<tr>
<td>Admitted</td>
<td>4,027</td>
<td>3,992</td>
<td>4,029</td>
<td>4,306</td>
<td>4,205</td>
</tr>
<tr>
<td>Enrolled</td>
<td>1,888</td>
<td>1,882</td>
<td>1,873</td>
<td>1,903</td>
<td>1,920</td>
</tr>
</tbody>
</table>
The Funnel in Action

- Building the Brand
- Generating Applications
- Selecting the Class
- Enrollment & Yield
- Reducing Summer Melt
2017-18 Recruitment Goals

• **Goal 1:** Increase the number of incoming fall 2018 enrolled students by over 5% fall 2017 (2,040 first-year and 780 transfer students)

• **Goal 2:** Increase academic quality of incoming fall 2018 enrolled first-year students over fall 2017 (average high school GPA: 3.50; average ACT score: 24.2)

• **Goal 3:** Increase diversity of incoming fall 2018 enrolled students by 5% over fall 2017
Action Item #1

Utilize parents, alumni and faculty in the recruitment process

- Admissions representatives utilize personalized communication and outreach for parents of prospective students
- Create and implement the Volunteer Alumni Recruitment Network Increase academic involvement in yield communication and activities
Action Item #2

Utilize data to improve efficiencies of admissions representatives by territory

- Employ data analytics to steer yield communication and activities Personalize communication based on enrollment funnel progression (*ex: personalized texting, parent outreaches, and event invitations*)
- Create territory playbook with monthly analytics review
Action Item #3

Increase focus on transfer programming including new articulation agreements, events, outreaches, and orientations.

– Collaborate across institution to streamline transfer credit review and acceptance processes
– Create admissions representative position focused on transfer students
Action Item #4

Strengthen relationships and knowledge of UND with counselors and advisors

- Increase participation at Counselor Breakfasts and College Application Month events
- Create an articulation agreement event targeting two-year advisors