
Brand Update Staff Council April 8th, 2020



High school focus groups



Brand impressions

- *“Football”*
- *“Well-rounded”*
- *“Medicine”*
- *“Influence”*
- *“Hard to get into”*
- *“A model university”*



Brand impressions

- *“Parties”*
- *“Big”*
- *“Medicine”*
- *“Easy to get into”*
- *“PARTIES”*
- *“Hot”*
- *“Party school”*



Brand impressions

- *“Football”*
- *“Well-rounded”*
- *“Nike”*
- *“Track and field”*
- *“Sports”*
- *“Ducks”*
- *“Nike”*



Brand impressions

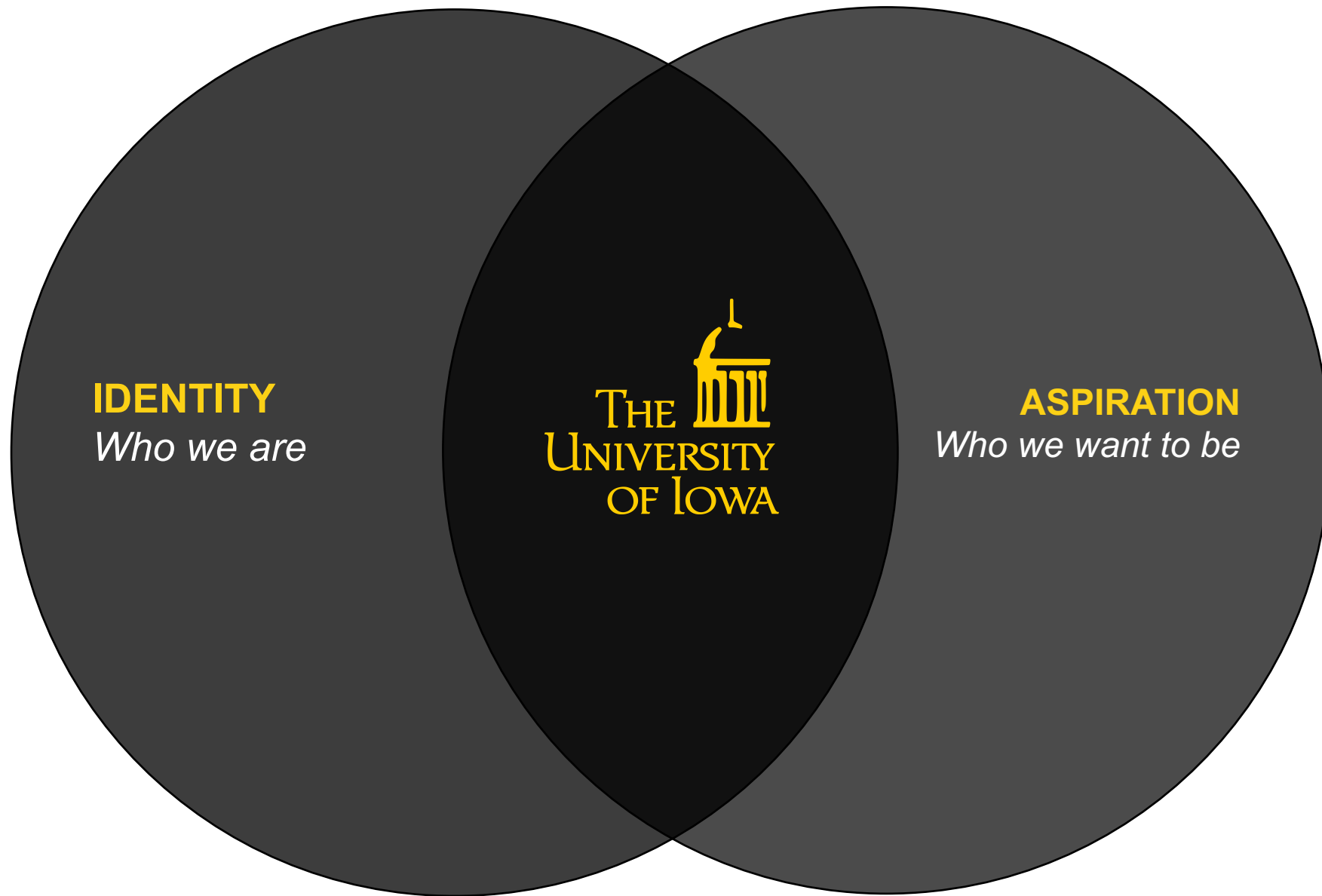
- *“Flat”*
- *“Boring.”*
- *“Corn”*
- *“No idea.”*
- *“Crickets.”*
- *“Middle of nowhere”*
- *“Hawkeyes”*



What...

- Defining the university brand
- Brand ≠ logo or tagline
- Brand = **sum of all associations and experiences**
- *Brand strategy*: shaping those associations





For whom...

- Undergraduate students
- Graduate and professional
- Faculty & staff
- Iowans
- Alumni

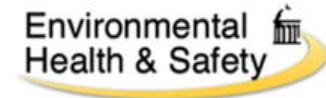
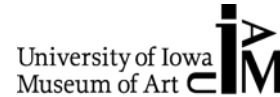


Why...

- Funding
- Disruption
 - E.g. global pandemics
- Demographics
- Geography
- Competition
- Choice



Process:
Brand audit



Process

Competitive scan

“...the pre-eminent public research university with a land-grant mission and global impact.”



“We are boundless together”



“...one of the world’s foremost public institutions..”

“World-class education”

“Prestige for the public good.”



“...the nation's most student-centered public research university.”

“...a campus so stunning”

“one of the **largest** public research institutions in the country...”



“What starts here changes the world.”



“...one of America's **largest** and most comprehensive.”



“...an engine of opportunity and progress, propelling action and change around the world.”

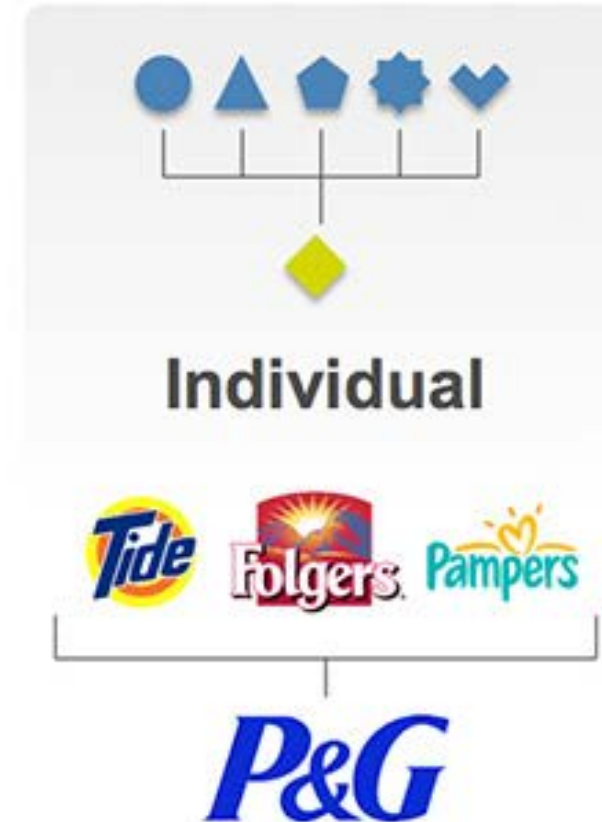
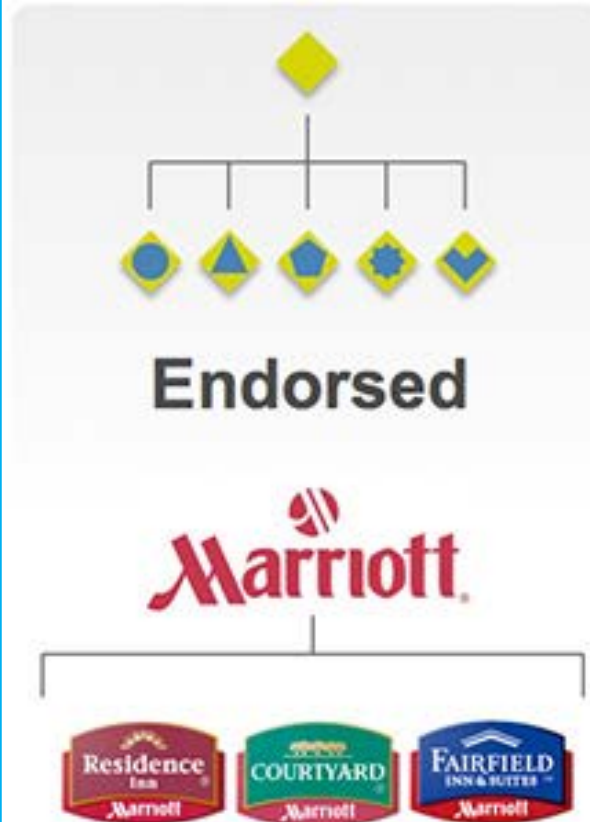
Audience research

- **3,400** University of Iowa alumni
- **1,100** admitted students
- **1,200** faculty and staff
- **250** peer institution faculty
- **400+** school counselors
- **40+** Interviews with current students, faculty, staff and alumni
- **Focus groups** high school students, current students, faculty, alumni, and Iowa residents

Learnings

- Largely regional reputation
- Most known nationally for **writing** and **health sciences**
- Themes: collaboration, pioneering, Iowa City
- The university is the master brand
- 'Iowa' for short
- Hawkeye = more than football and sports

Brand architecture



Brand platform

- Mission
- Audiences
- Identity
- Selling points
- Differentiators
- Messages



Brand essence

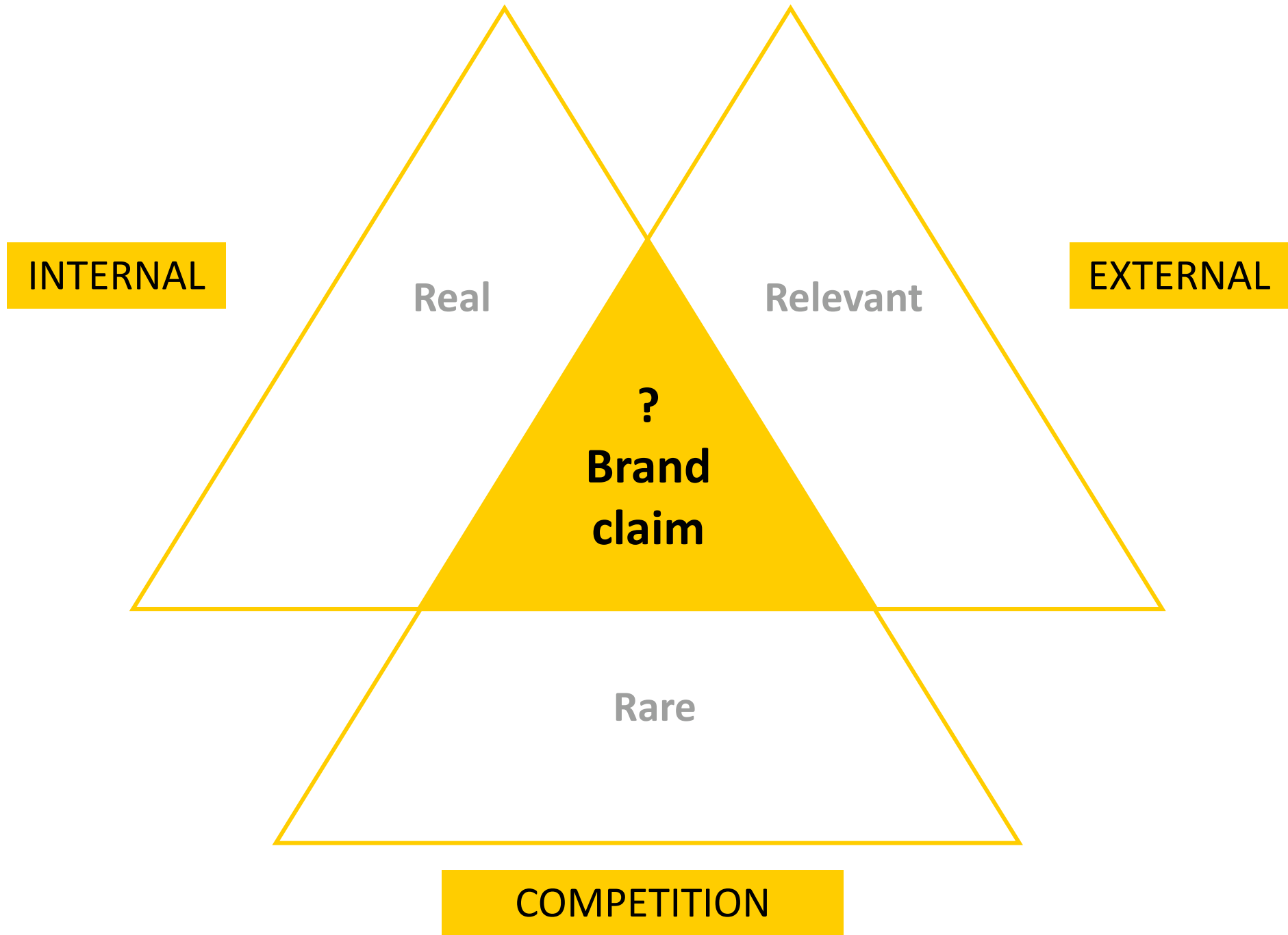
MISSION: In pursuing its missions of teaching, research, and service, the University of Iowa seeks to advance scholarly and creative endeavor through leading-edge research and artistic production; to use this research and creativity to enhance undergraduate, graduate, and professional education, health care, and other services provided to the people of Iowa, the nation, and the world; and to educate students for success and personal fulfillment in a diverse world.



**Life-changing
experiences**

Brand attributes

- **Sincere** (genuine, caring, kind)
- **Dedicated** (hardworking, committed, determined)
- **Collaborative** (collegial, cooperative, friendly)
- **Trailblazing** (forward-looking, visionary, pioneering)
- **Unexpected** (surprising, exceptional, distinctive)





User-centric design



Determination,
performance

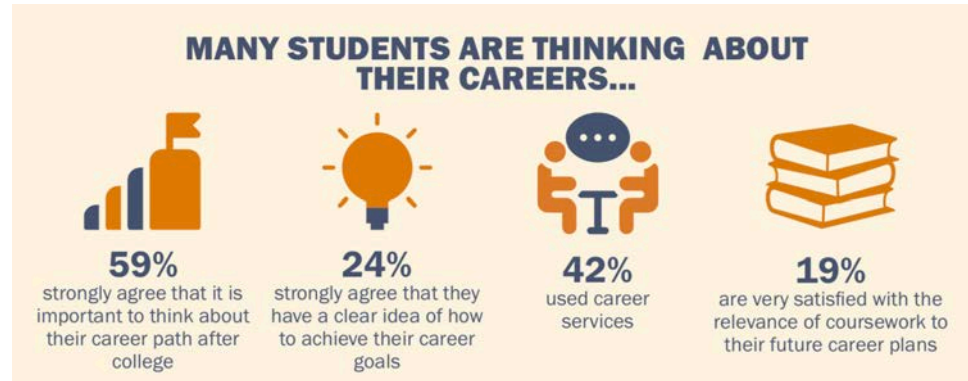


Safety



convenience

Relevant: what do students want from college?



Relevant: what do employers want from graduates?

1. Strong written communication skills*
2. Public Speaking abilities
3. Team mentality

****44% said recent college graduates lacked proficiency in writing.***

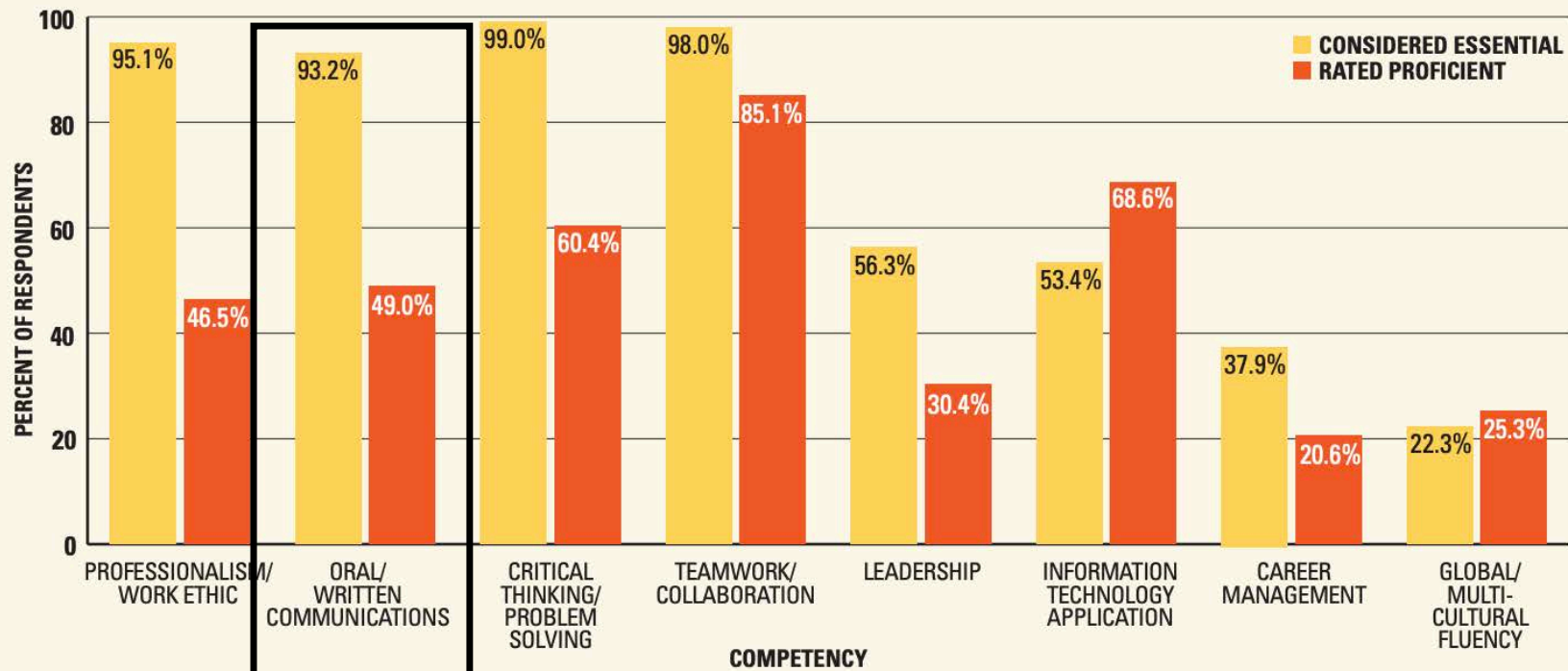
<https://www.glassdoor.com/blog/8-characteristics-great-managers-look-for-in-college-grads/>

Source: Payscale 2016 survey of 64,000 managers <https://www.payscale.com/data-packages/job-skills>



Rare: what are competitors not addressing?

FIGURE 23: Need vs. Proficiency on Career Readiness Competencies, by Percent of Respondents

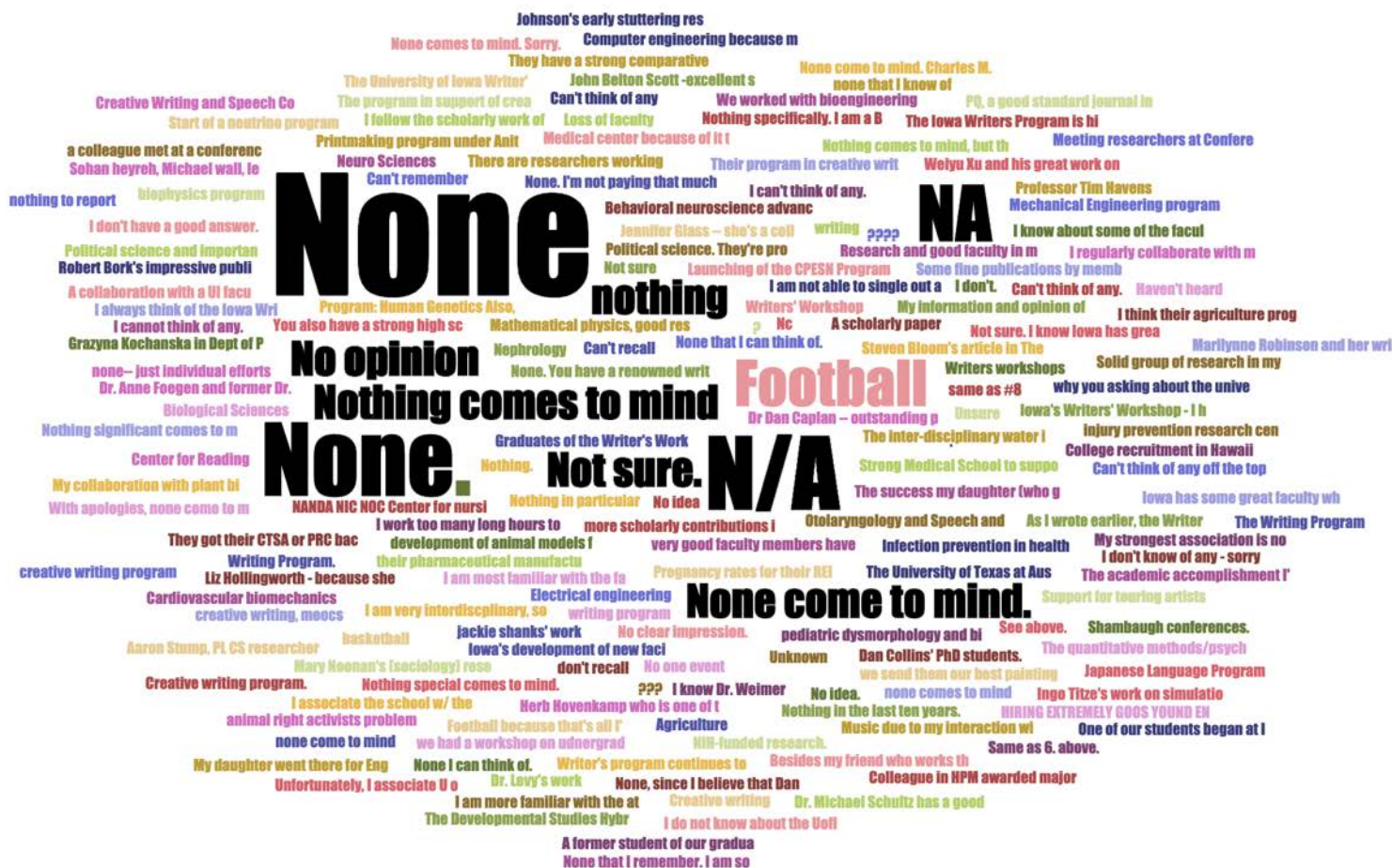


Note: The percentages corresponding to "considered essential" represent, among all responding employers, the percentage that, on a five-point scale, indicated that the respective competency was either "essential" (4) or "absolutely essential" (5) for college graduates to enter their work force. The percentages corresponding to "rated proficient" represent, among all responding employers, the percentage that, on a five-point scale, rated recent graduates either "very" (4) or "extremely" (5) proficient in the respective competency.

*“Employers found graduates to be **least proficient** in those areas that the employers deemed **most essential**.”*

Real: what is Iowa's unique advantage?

- *What academic accomplishment, faculty, program or event do you most associate with the University of Iowa and why?*



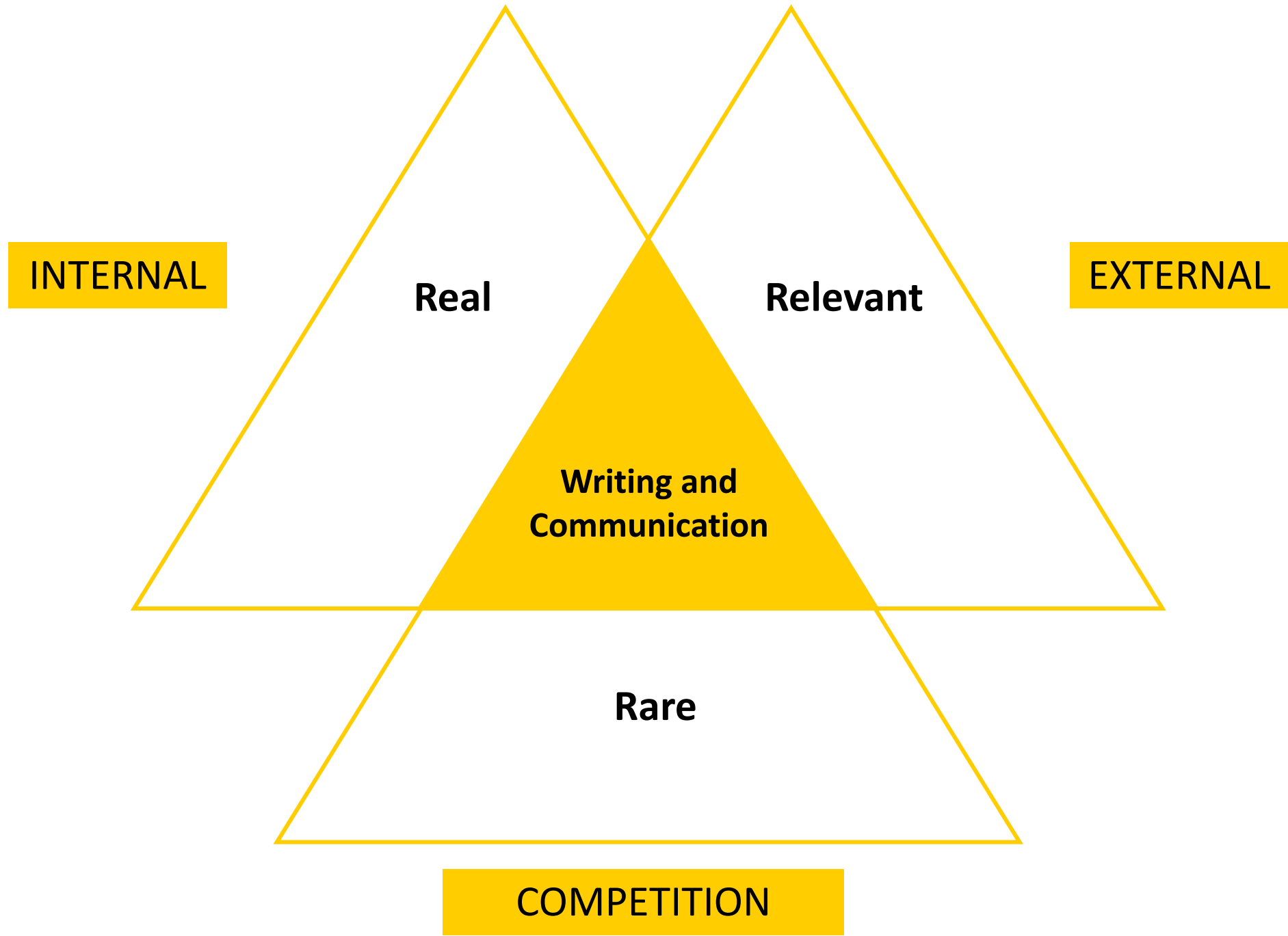
University of Iowa survey of peer
institution faculty, December 2016

Real: what is Iowa's unique advantage?

- *What academic accomplishment, faculty, program or event do you most associate with the University of Iowa and why? (filtering out ‘don’t knows’, etc.)*

University of Iowa survey of peer
institution faculty, December 2016





Iowa's excellence in writing and communication gives all our students and faculty an advantage



**The writing
university**



**Art meets
science**



Collaboration



Iowa City



HARVARD
UNIVERSITY

prestige



Stanford
University

Silicon Valley

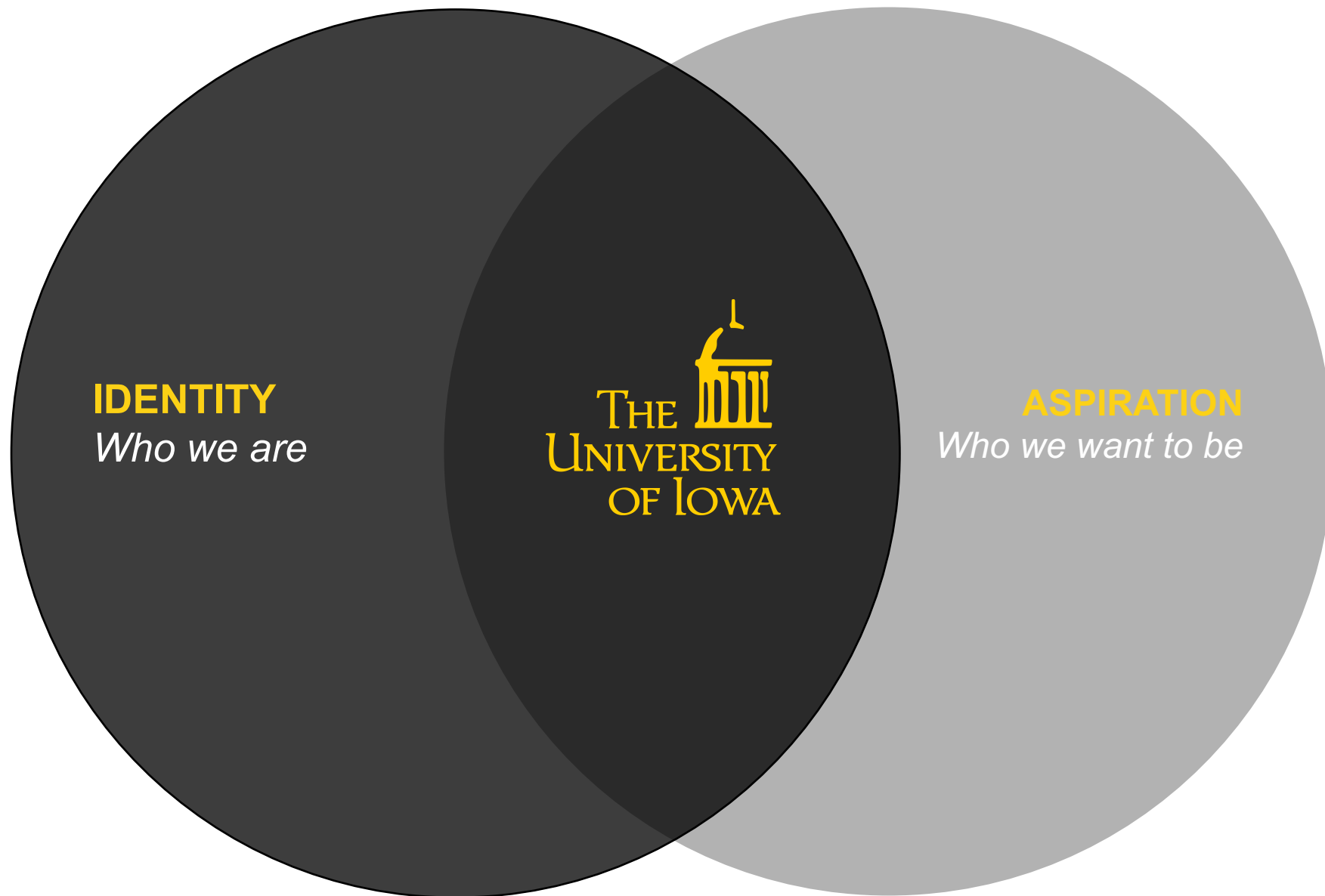


excellence



engineering





Creative strategy:

➔ **Show, don't tell**

➔ **Serve your audience**

➔ **Play to your strengths**





The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The university also affirms its commitment to providing equal opportunities and equal access to university facilities. For additional information on nondiscrimination policies, contact the Director, Office of Equal Opportunity and Diversity, the University of Iowa, 202 Jessup Hall, Iowa City, IA, 52242-1316, 319-335-0705 (voice), 319-335-0697 (TDD), diversity@uiowa.edu.

→ [ADMISSIONS.UIOWA.EDU/VISIT](https://admissions.uiowa.edu/visit)

IOWA





SEE IT FOR YOURSELF

What do you get when
you bring great minds
and big hearts together?

A 285,000-member family
that spans the globe.



At Iowa, there's nothing stopping you from working directly with faculty, like these mechanical engineering students testing a hand-built underwater glider with their instructor.

WE WORK TOGETHER

Collaboration over competition. That motto defines Iowa's academic culture. We remove the barriers between arts and science, between students and faculty—but most of all, between you and anything you'd like to explore.

How many universities have both a state-of-the-art children's hospital and a 3,883-pipe klais organ? Or helped build the Voyager I satellite and the very first creative writing degree program? Just one: Iowa.

→ [ADMISSIONS.UIOWA.EDU/ACADEMICS](https://admissions.uiowa.edu/academics)

15:1

STUDENT-TO-FACULTY RATIO

The same as schools half our size.

19

INTERNATIONAL FULBRIGHT SCHOLARS IN 2019

That's the same as Harvard.

1 in 3

UNDERGRADUATES INVOLVED IN RESEARCH

Curing diseases, building robots, exploring space.

#34

BEST PUBLIC UNIVERSITY BY U.S. NEWS & WORLD REPORT

Among the top 2% of universities worldwide.



FIND YOUR FUTURE HERE

Iowa has the resources to help you succeed in the classroom and beyond. We lead the world in teaching graduates to write and communicate effectively, an essential skill in any career. Dedicated career advising, thousands of on-campus job interviews, and countless opportunities for hands-on learning make Iowa students stand out in the working world.

→ [UIOWA.EDU/STORIES/STUDENT-OUTCOMES](https://uiowa.edu/stories/student-outcomes)

95%

OVERALL JOB/GRADUATE SCHOOL PLACEMENT RATE

Engineering	96%
Nursing	99%
Pharmacy	97%
Business	97%
Liberal Arts and Sciences	94%
Education	91%

3,000+

STUDENT INTERNSHIPS

Get real-world skills that make
résumés stand out.

High school focus groups





HERE'S TO THE
**WILD AT
HEART**

Explore.
Learn.
Do.
Become.

PURDUE
UNIVERSITY

**YOUR JOURNEY
BEGINS
HERE**

INDIANA UNIVERSITY
BLOOMINGTON

**University of Colorado
Boulder**

A WARM
WEL

OUR STUDENTS ARE
**BOLD
FUN
KIND
CURIOUS
SMART**

**LEFT
BIG
IDEA**

👍 They liked the creative

- “Oh, I like that.”
- “That looks good.”
- “Very clean-cut, organized.”
- “Modern.”
- “I love it!”
- “My favorite one. Amazing front cover - great quality.”



Ulowa.edu redesign

[link](#)



IOWA

I ILLINOIS



Masterbrand identification



IOWA



IOWA



IOWA

PUBLIC HEALTH



IOWA

**Department of Community
and Behavioral Health**

Exceptions and variations dilute your brand

Clear Ulowa association

No Ulowa association

IOWA

THE UNIVERSITY
OF IOWA



Consistency drives familiarity and strengthens your brand



IOWA



IOWA

Recreational Services

IOWA

State Hygienic Laboratory

IOWA

Center for Global and Regional
Environmental Research

IOWA

Graduate and Professional
Student Government

IOWA

University Housing
and Dining

IOWA

University of Iowa Ventures

IOWA

Belin-Blank Center

IOWA

University of Iowa Press

IOWA

Technology Institute

IOWA

International Programs

IOWA

Pentacrest Museums

IOWA

Museum of Natural History

IOWA

Obermann Center for
Advanced Studies

IOWA

Stanley Museum of Art

IOWA

Memorial Union

IOWA

Fraternity and
Sorority Life

IOWA

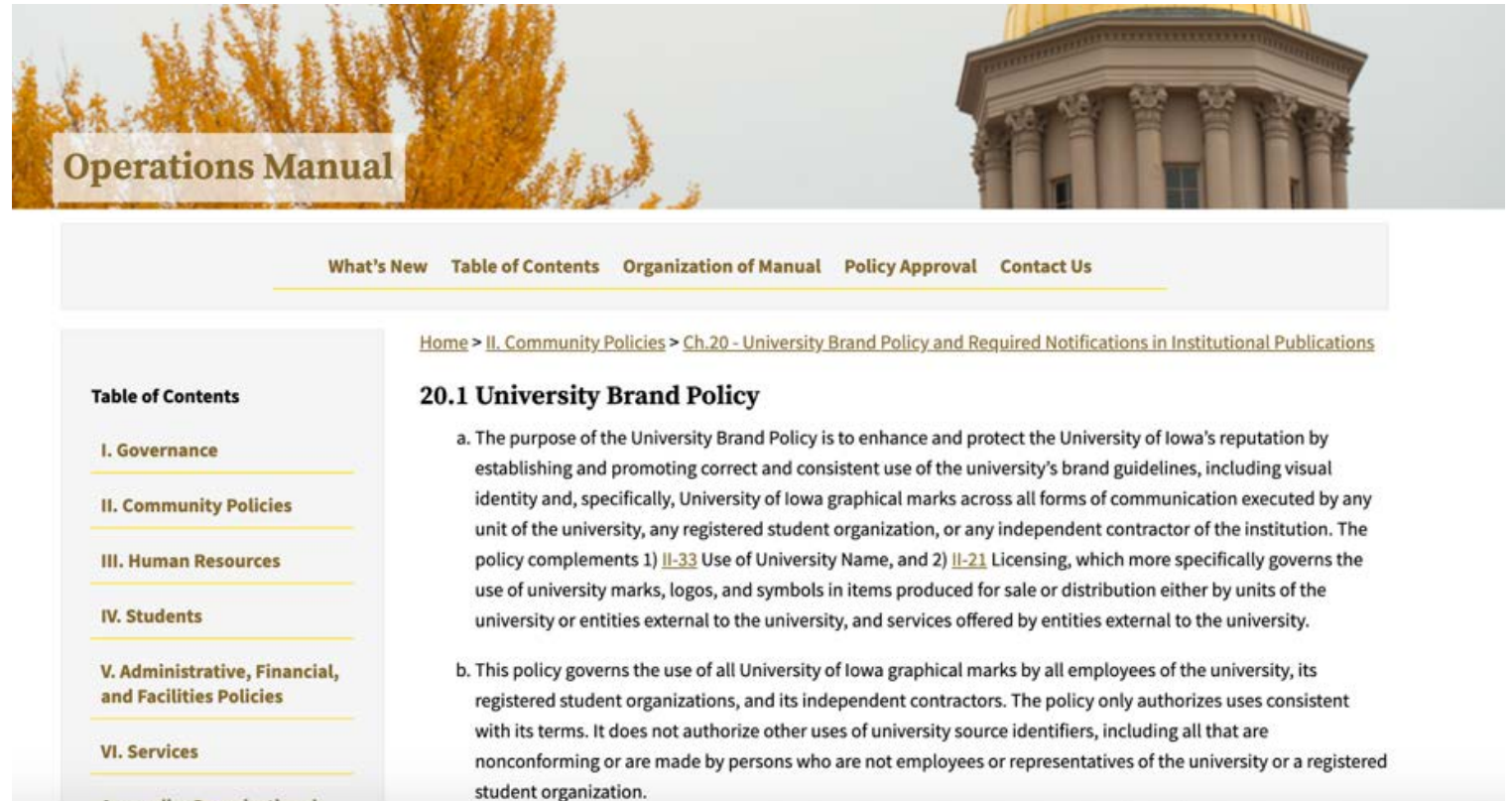
University Counseling Services

IOWA

The National Advanced
Driving Simulator

Brand policy

- All university employees
- Details:
brand.uiowa.edu



The screenshot displays the 'Operations Manual' website. The header features a navigation bar with links: 'What's New', 'Table of Contents', 'Organization of Manual', 'Policy Approval', and 'Contact Us'. Below the header, a breadcrumb trail reads: 'Home > II. Community Policies > Ch.20 - University Brand Policy and Required Notifications in Institutional Publications'. The main content area is titled '20.1 University Brand Policy' and contains two paragraphs of text. On the left side, there is a 'Table of Contents' sidebar with links to various sections: 'I. Governance', 'II. Community Policies', 'III. Human Resources', 'IV. Students', 'V. Administrative, Financial, and Facilities Policies', and 'VI. Services'.

Operations Manual

What's New Table of Contents Organization of Manual Policy Approval Contact Us

Home > II. Community Policies > Ch.20 - University Brand Policy and Required Notifications in Institutional Publications

20.1 University Brand Policy

a. The purpose of the University Brand Policy is to enhance and protect the University of Iowa's reputation by establishing and promoting correct and consistent use of the university's brand guidelines, including visual identity and, specifically, University of Iowa graphical marks across all forms of communication executed by any unit of the university, any registered student organization, or any independent contractor of the institution. The policy complements 1) [II-33 Use of University Name](#), and 2) [II-21 Licensing](#), which more specifically governs the use of university marks, logos, and symbols in items produced for sale or distribution either by units of the university or entities external to the university, and services offered by entities external to the university.

b. This policy governs the use of all University of Iowa graphical marks by all employees of the university, its registered student organizations, and its independent contractors. The policy only authorizes uses consistent with its terms. It does not authorize other uses of university source identifiers, including all that are nonconforming or are made by persons who are not employees or representatives of the university or a registered student organization.

Table of Contents

- I. Governance
- II. Community Policies
- III. Human Resources
- IV. Students
- V. Administrative, Financial, and Facilities Policies
- VI. Services

Implementation

- 2020-2021
 - Colleges, schools, departments
 - Administrative units
- 2021-2022
 - Centers and institutes
 - Student groups
 - Health care



Key takeaways

- **Our brand is our most valuable asset**
 - Much more than just our logo or tagline, it is our student experience, our collective reputation and perceived value.
- **The university is the brand**
 - Many missions and audiences, but the brand we all share is the brand that matters most (so let's make the most of it)
- **The brand strategy applies to the entire university**
 - All college, programs, centers, units and employees.

Questions and answers

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Brand.uiowa.edu