College of Lake County Branding Initiative

Phase One: Positioning
Identifying the values that define the character of an institution along with the messages and images that will engage its audiences.
Primary Branding Challenges

Enhance the public image of the College of Lake County
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Enhance the public image of the College of Lake County

Stimulate pride in students for choosing the College of Lake County
Primary Branding Challenges

Enhance the public image of the College of Lake County

Stimulate pride in students for choosing the College of Lake County

Clarify the College’s relationships with its campuses and sub-brands
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Perceptions Rule

College of Lake County’s reason for changing its brand falls into the most common category: to call attention to the fact that past perceptions are no longer accurate . . . if they ever were.
Inclusion Not Exclusion

A branding process identifies the core beliefs of an organization’s character. It’s critical that those beliefs are shared by those they represents.
Inclusion Not Exclusion

A branding process identifies the core beliefs of an organization’s character. It’s critical that those beliefs are shared by those they represents.

This process of articulating their core beliefs aligns all those participating with one another, affirming their understandings and aspirations.
Perceptions Could Change

An introduction of a new trademark will create an opportunity to directly challenge outdated perceptions and the assumptions they cause.

The College of Lake County will re-present itself to its next generation of students, colleagues and contemporaries with an accurate and inspirational story.
Perceptions Can Change

There are two general perceptions that shape the reputation of the College of Lake County. On the surface they are both true and false.
Perceptions Can Change

There are two general perceptions that shape the reputation of the College of Lake County. On the surface they are both true and false.

The need to address and reconcile these perceptions is necessary if they are to be changed.
Perceptions Do Change

College of Lake County

. . . is the college of last chance.
. . . costs less than other colleges.
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Perceptions Do Change

College of Lake County

... is the college of last chance.
... costs less than that other colleges.

Accepts students others have rejected, meaning less academically rigorous
Perceptions Do Change

College of Lake County

... is the college of last chance.
... costs less that other colleges.

Accepts students others have rejected, meaning less academically rigorous

Costs less than other institutions, implying the quality of the education must be lower
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Perceptions Will Change

It takes time to fundamentally change perceptions. The sooner we start, the better.
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Perceptions Will Change

It takes time to fundamentally change perceptions. The sooner we start, the better.

By providing new ways to look at the old perceptions, alternative concepts are possible.
Perceptions Will Change

College of Lake County... is the college of last chance. ... begin to build your future. 
It’s not about a last chance but your best chance.

College of Lake County... costs less that other colleges. ... what is your dream worth? 
It’s not about price but what’s it’s worth to you.
Perceptions Change

With the proper preparation and planning, the new brand positioning for CLC will coincide with the introduction of the new trademark and the other elements of the initiative.
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Perceptions Change

With the proper preparation and planning, the new brand positioning for CLC will coincide with the introduction of the new trademark and the other elements of the initiative.

The new brand will acknowledge the tenets of a strong and cohesive culture that has been in place for some time.
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This diagram visually illustrates the process used to accomplish the College of Lake County’s branding initiative.
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**Inputs / People:** Teachers, students, department heads, support staff, advisors and administrators as well as groups with affiliated relationships to the College were interviewed.

<table>
<thead>
<tr>
<th>Inputs / People</th>
<th>Inputs / Documents</th>
<th>Sift, Sort, Combine</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>teachers / admin.</td>
<td>listen and learn</td>
<td>students</td>
<td>affiliates</td>
</tr>
</tbody>
</table>
## Inputs / People

<table>
<thead>
<tr>
<th>College of Lake County</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forgiving of immature mistakes</td>
<td>Not the last but the best chance</td>
</tr>
<tr>
<td>Welcoming</td>
<td>Part of a group and separate</td>
</tr>
<tr>
<td>Protective the school of students</td>
<td>relating to other students</td>
</tr>
<tr>
<td>Less scary, “college”</td>
<td>Multicultural, race, religions, etc.</td>
</tr>
<tr>
<td>Challenging but manageable</td>
<td>Leave with confidence</td>
</tr>
<tr>
<td>Sky’s the limit</td>
<td>For some, the first time</td>
</tr>
<tr>
<td>One class or a degree</td>
<td>they felt like real students</td>
</tr>
<tr>
<td>any kind of student</td>
<td>Diversity in every way</td>
</tr>
<tr>
<td>Restart, after not succeeding</td>
<td>including classes and degrees</td>
</tr>
<tr>
<td>Students make the school and</td>
<td>Value for effort</td>
</tr>
<tr>
<td>the school makes the students</td>
<td>more education for the money</td>
</tr>
</tbody>
</table>
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Inputs / People

Teachers / Advisors
Know subjects, knowledgeable
Giving of their time
Patient giving
Caring
Working professionals
teachers with other jobs
Experienced teachers
Proactive teaching
Always with kindness, not fear
No matter what we’re prepared for what’s next

Hands on, engaged teachers
Support, mentors, tutors
Tough and fair

Alumni
Loyalty, good things about CLC
Pride / defensively
Alumni speak highly
Alumni stay in area afterwards
Still a note of surprise,
when speaking positively
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**Inputs / Documents:** The marketing materials and websites of CLC and other colleges were reviewed along with various research, brand positioning and survey documents.

**Inputs / People**
- teachers / admin.
- affliates
- students

**Inputs / Documents**
- marketing materials
- student surveys
- local landscape
- provided research

**listen and learn**

**read, research and review**
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Inputs / Documents: At this time we have reviewed and evaluated more than one hundred pieces of CLC collateral material, publications and communication documents.
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**Inputs / Documents:** Colleagues and Competitors

[Logos of various colleges and universities]
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Inputs / Documents: Colleagues and Competitors

- Illinois State University
- University of Illinois at Urbana-Champaign
- Eastern Illinois University
- Western Illinois University
- UIS (University of Illinois Springfield)
- Northern Illinois University
Sift, Sort, Combine: The many complex and interdependent relationships between CLC and its diverse audiences were assessed.
Sift, Sort, Combine: Attributions

Establish elements of language by which to measure proposed images and ideas.
Sift, Sort, Combine: Attributions

Establish elements of language by which to measure proposed images and ideas.

Professional / Disciplined / Prepared
Serious / Focused / Committed
Meaningful / Worthy of Value
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Sift, Sort, Combine: Attributions

Establish elements of language by which to measure proposed images and ideas.

Professional / Disciplined / Prepared
Serious / Focused / Committed
Meaningful / Worthy of Value

Diverse / Multifaceted / Interdisciplinary
Challenging / Stimulating / Intriguing
Aspirational / Prideful / Confident
**Output:** The communication criteria used to measure proposed elements of the positioning for the College of Lake County brand were evaluated.
Output: Principle Messages

A superior learning environment, nurtured by dedicated, compassionate educators committed to teaching those who want to grow.
Output: Principle Messages

A superior learning environment, nurtured by dedicated, compassionate educators committed to teaching those who want to grow.

A competitive curriculum, as comprehensive as it is diverse, designed for a degree or to answer a question.
Output: Principle Messages

A superior learning environment, nurtured by dedicated, compassionate educators committed to teaching those who want to grow.

A competitive curriculum, as comprehensive as it is diverse, designed for a degree or to answer a question.

A place to build a future, ready when you’re ready to begin or to begin again.
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Output: Positioning Statement

College of Lake County is a superior learning environment with a competitive curriculum, designed for those who are ready to build their future.
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Phase One: Positioning
Present to branding committee
Incorporate feedback, branding committee
Present to executive committee
Incorporate feedback, executive committee

Phase Two: Identification
Begin to design new trademark(s)
Present to branding committee
Incorporate feedback, branding committee
Present to executive committee
Incorporate feedback, executive committee

Phase Three: Application
Prepare the Application Guidelines Manual
Thank you for your participation and support.