

Strategic Planning Work Team 9
Tuesday, November 29, 2011~ 9-10:30 am
Meeting Minutes

Attendees

Matt Ward, Tom Hoener, Jeanette Villanueva-Walker, Lynda Fulford, Veronica Guerro, Kellee Roesel, Rachel Ronning- Lindgren, Norbert Tan, Erik Hagen, George Petersen, Christie Harper (Brand Endeavor), Carrie Baez.

Christie Harper from Brand Endeavor led a discussion on the revisions made to the Brand Platform (document attached).

- The group recommended not adding the word “confident” to the “Why” statement.
- Cosmopolitan- should this be used as an adjective to support content for the brand personality?
 - o The dictionary definition expresses how we would like CLU to be perceived in 5 years.
 - o Cosmopolitan synonyms were discussed as potential alternatives.
- “Purpose”
 - o Several institutions are using this word, including Pepperdine. Could this be an issue?

Brand Architecture Fundamentals

- Brand Architecture: The primary goal of the brand architecture is to make it easier for customers to understand the products and services.
- Ingredient Brands: Programs or services common to multiple families or products.
- Endorsements should not detract from the brand promise.
- Brand Architecture is most easily observed on the web.
- It is very unusual to see brands categorized by audience; this is most likely because institutions are focused on their products. This can be challenging if the organization is not set up this way.
- The architecture can be different than the org. chart.

CLU’s Brand Architecture (*See attached document: “Website Navigation Click Data”*)

- Currently, we do not have a clear organizing principle.
- The “About CLU” is the master brand button.
- The group reviewed other university website’s homepages.
- Christie Harper from Brand Endeavor presented possible models for CLU’s homepage.
 - o Audience is primary
 - o Program is primary
- It’s important not to focus on the org. chart, it’s about the products. The question should be: what are you selling and how do you get people to easily access what you are selling?

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Questions for Discussion

- Which model works best? (*See attached models*)
 - o The majority of the group agreed with the second model (program is primary). This model is closer to what we currently have.
 - o In the first model, there was a concern that Athletics was not a primary topic.
 - o Model two supports the students that have not made a decision as to which program they would like to be in.
- Should ADEP be branded separately from the master brand?
 - o Should it be called “Adult” or should it be “Flexible” or “Evening”?

The meeting was adjourned at 10:30 am.