Building reputation: Managing your brand

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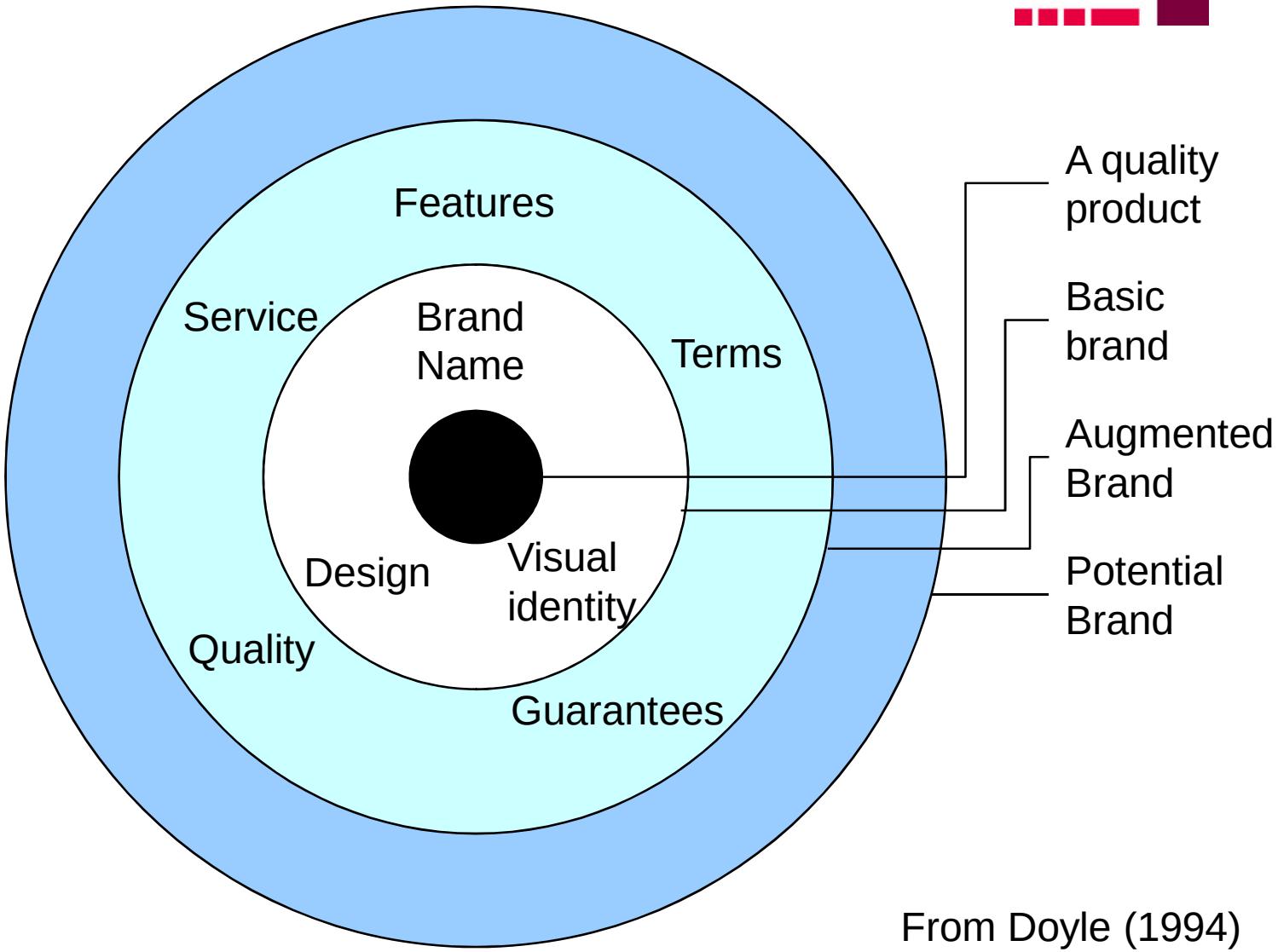
Brand and reputation

- What is the difference between a brand and a reputation?

Building brands

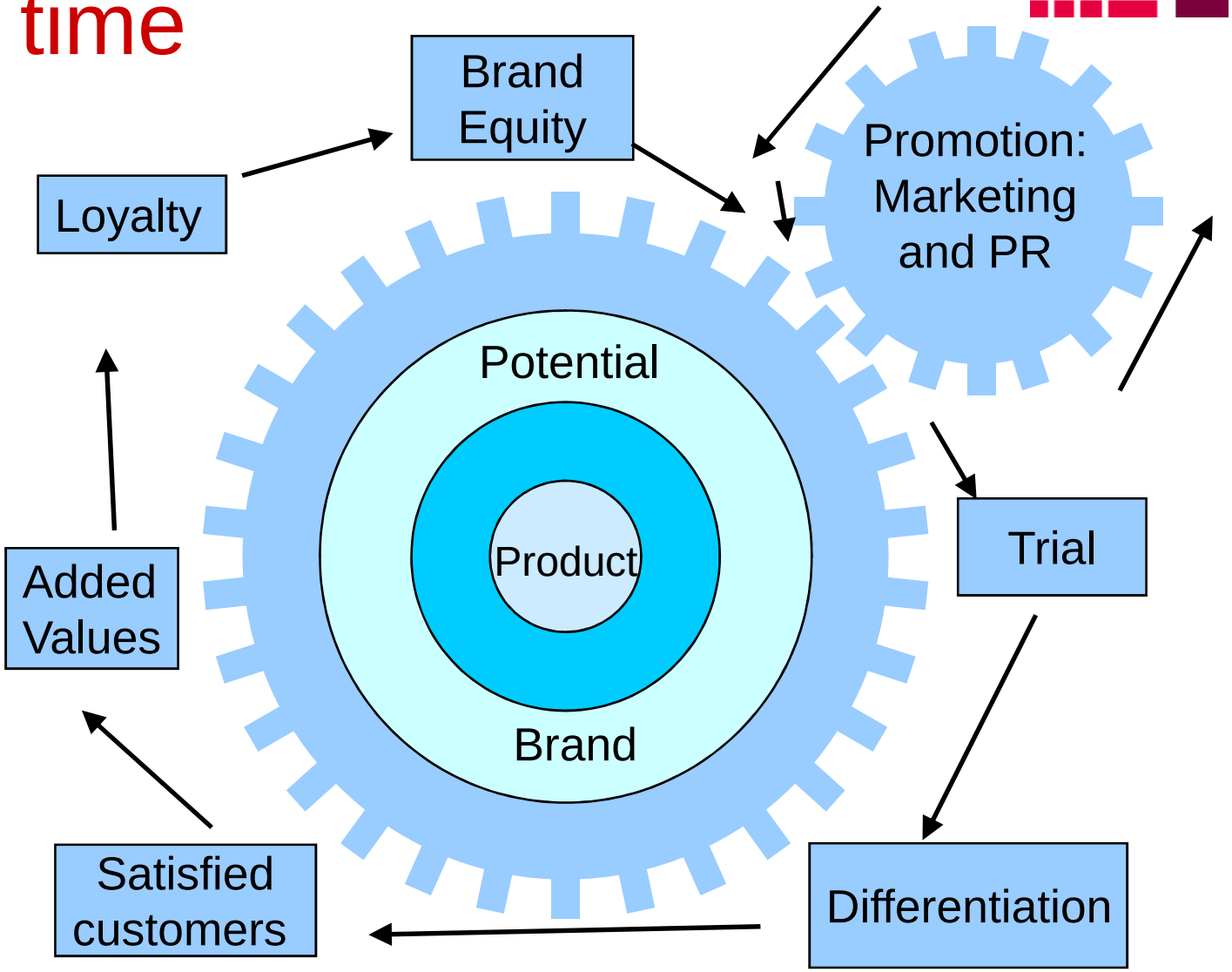
- When we talk about brands in FE, what are we talking about?

Building brands



From Doyle (1994)

Building brands over time



Building brands

- This takes *ages* and rewards consistency
- Marketing's job:
  - The basic brand
  - Maintaining the potential brand through communications
- Everyone else actually builds the brand!!!!
  - The learner experience
  - Creating value for employers
  - Amazing teaching and learning
  - Really serving your community

Exercise

- In groups, discuss what practical steps your organisation could take today to build its brand

- No marketing or PR answers allowed…

7 common but weak reasons to re-brand

- Existing brand ‘tired’
- New build
- New principal
- We’ve changed
- Poor reputation
- Perceived low awareness in area
- The need to ‘do something’/can’t think of anything better to do

Never ask a barber…

- Know what business you are in
- Colleges are not soap powder
- Risk of losing ‘traction’
- Very expensive process
- With the same cash could you
  - Do loads more regular marketing?
  - Do sufficient teacher CPD to go to the next level in T&L?
  - Something else…
- Never ask a barber if you need a haircut

Building reputation – managing your brand

Rachel Smith

Director of Corporate Development, The College Marketing Network

The College Marketing Network

Case study: Trafford College

The merger of North & South Trafford Colleges presented a significant opportunity to re-brand and re-position provision across the whole of Trafford

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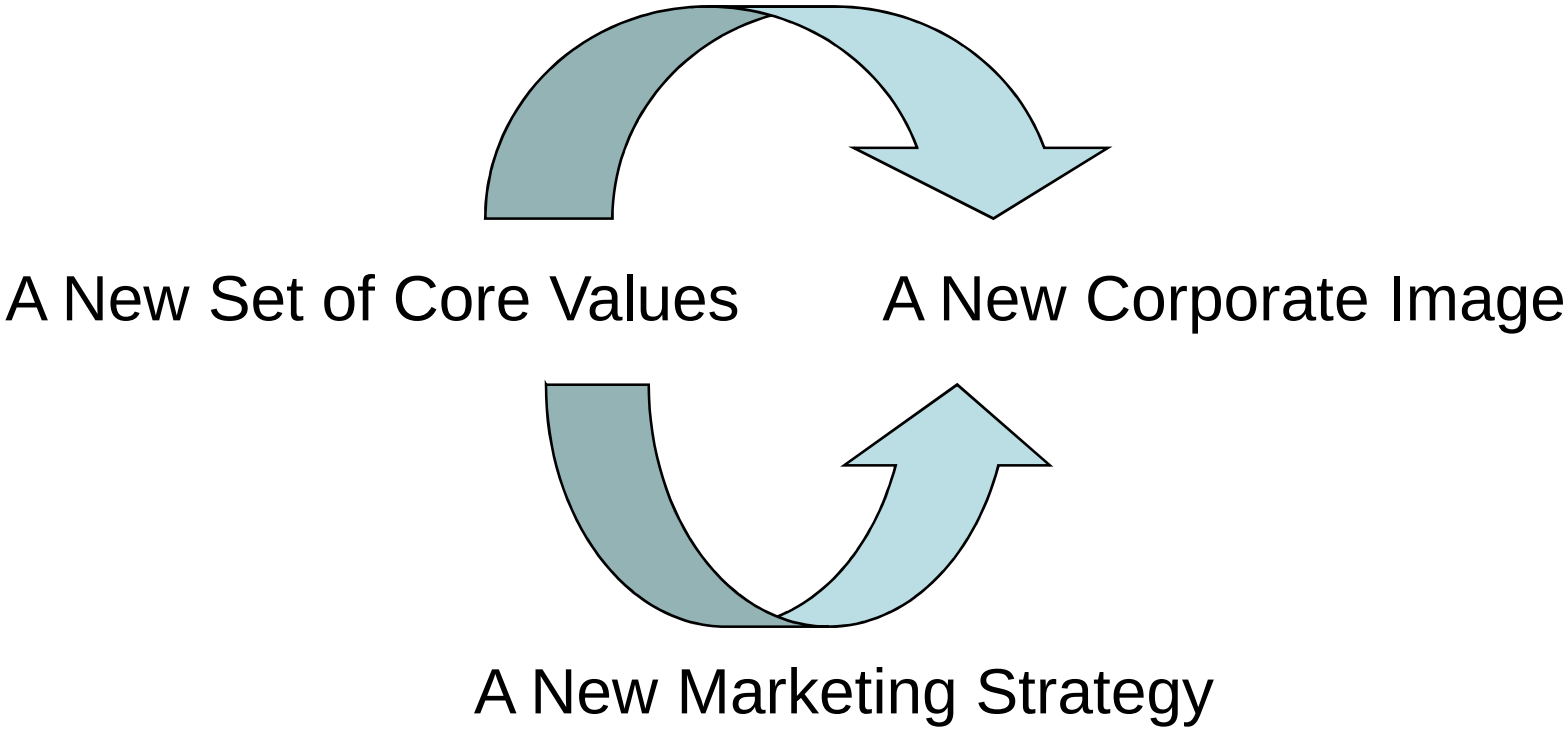
Trafford College: Creating the Brand



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Trafford College

The Values

- Enthusiastic Curiosity
- Flexibility
- Staying Close
- Pioneering
- Fabulous Delivery

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Trafford College

The Brand Essence

Inspiring Connectivity

“inspiring minds and connecting people”

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A New Corporate Image

- Two logo concepts selected from 10 for stakeholder research
- Qualitative research with 56 staff, students, parents and employers

Trafford College

Trafford College

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A New Marketing Strategy

- Staff
- Employers
- Adults
- Young People

Launch Week

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Launch Week – 3 events

- Staff day – “fun fair” concept with team activities, festival showground, prizes, etc - and input from change management guru Damien Hughes
- Adult Open Day – to launch one of the sites as the centre for adult learning. Theme: “Bring out the star in you”
- Employer launch day – “make your business shine”. Hospitality event at Lancashire Cricket Club, Olympic medallist guest speaker, awards ceremony for CoVE partners, new promotional packs circulated

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Highlights

- 100% staff participation, getting to know one another
- Familiarisation with new Trafford College brand
- Over 100 adult enquirers attended Bring Out the Star in You with five HE applications (over £6000 of business)
- High level of brand exposure, reaching 1 million
- Positive word of mouth
- Organic growth from existing clients
- Strengthened employer relationships

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Brand developments

- Each colour = different stakeholder group, eg. purple for employer market, blue for adult. Used in all areas of marketing mix, and in internal comms.
- Strong brand values and visual identity aids focus and planning.
- Eg. recent integration of LA community learning service into college made consultation process easier. New marketing strategy based on linking new service into existing brand identity.

Trafford College
Learn Locally

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Case Study: MLZ

Macclesfield Learning Zone combined:

- Macclesfield College
- ECAT
- Macclesfield High School (11-18)
- A joint 6th form centre
- Park Lane Special School

- on one new site.

New build, new identity, new brand – and lots of local controversy

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Establishment of brand

Over time – launched in Sept 2007

Partnership – “led” by the college

New brand – one “umbrella” brand with linked sub brands

Macclesfield Learning Zone

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Benefits

- Stakeholder value – extension of links to all local secondary schools
- Extension of “Beacon status” to linked High School – 6th form has doubled in size
- Development of Diplomas
- Decision to stay as MLZ through LA changes

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Building and maintaining your brand

Marketing staff:

- Strategic lead? Credible internal leader(s)?
- Planning & evaluation skills? – how are they involved in college planning?
- Effective at building relationships, CRM, internal/external communications, events management?
- PR skills?
- Support & development? – internal as part of college team, ability to access external CPD?
- Whole college approach to reputation-building?

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