

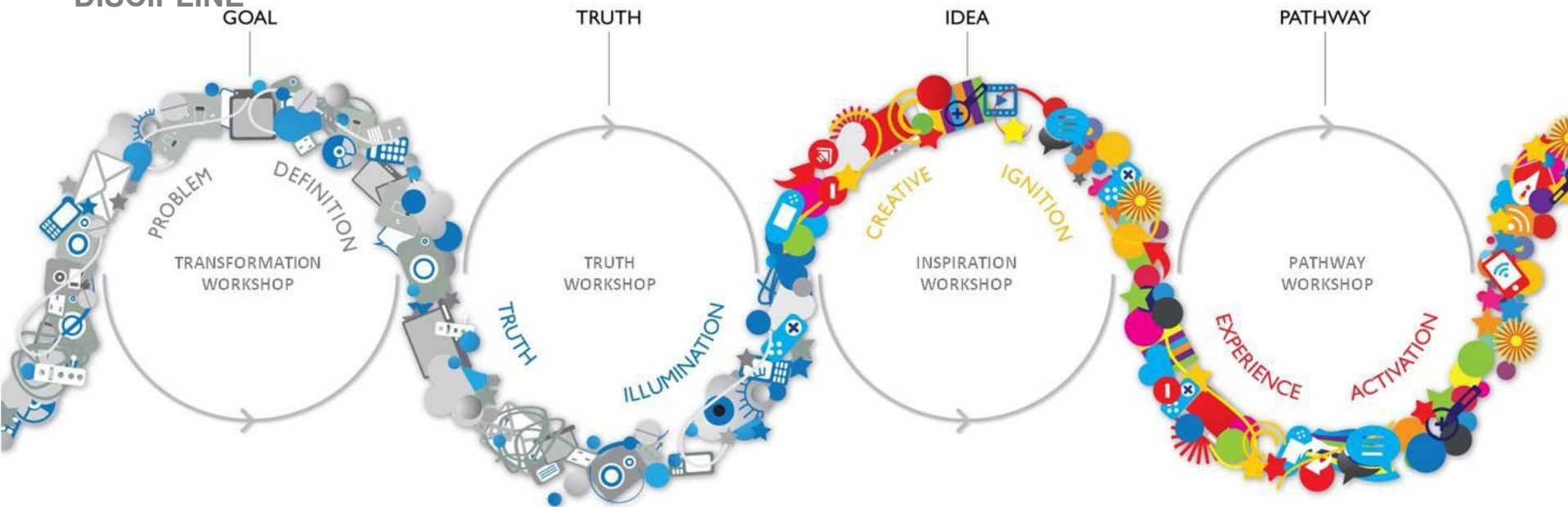
# ONE-VOICE CAMPAIGN DEVELOPMENT



# OUR PROCESS



## TRUTH-TO-TRANSFORMATION PLANNING DISCIPLINE



Determine where we are today versus where we want to be in the future – what are the cold hard facts.

The transformational truth about the institution: insights from the 4 C's that drive a differentiated campaign message.

The transformational idea and platform that will energize change across all aspects of the brand experience.

The journey of the idea that creates continuous transformation and the business outcomes we measure along the way.

# OUR PROCESS

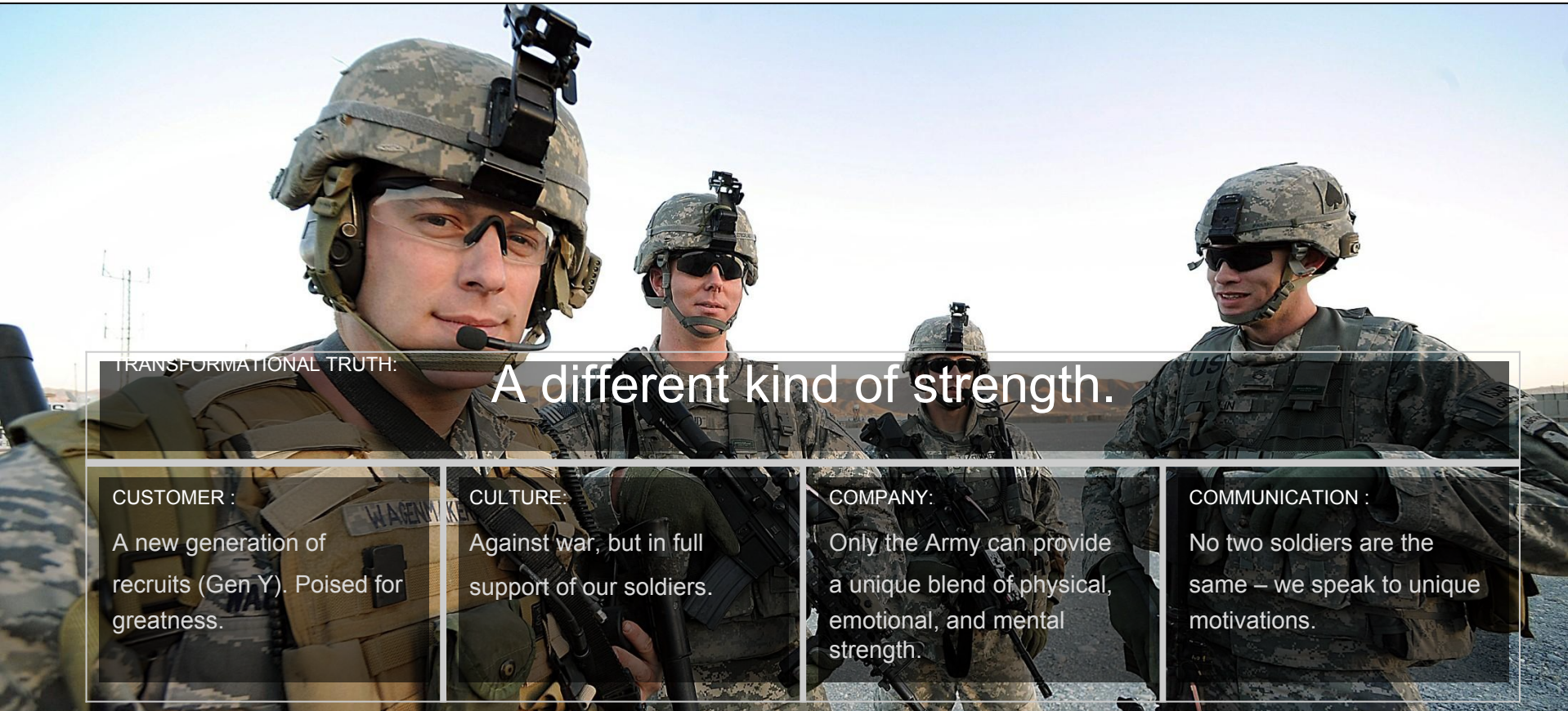


## OUR OBJECTIVE

Create a campaign concept that:

- 1 Drives enrollment across the entire university
- 2 Differentiates from competitors
- 3 Evokes an emotional connection among students, prospects, alumni and faculty

# TRUTH IN ACTION: US ARMY



TRANSFORMATIONAL TRUTH:

A different kind of strength.

CUSTOMER :

A new generation of recruits (Gen Y). Poised for greatness.

CULTURE:

Against war, but in full support of our soldiers.

COMPANY:

Only the Army can provide a unique blend of physical, emotional, and mental strength.

COMMUNICATION :

No two soldiers are the same – we speak to unique motivations.



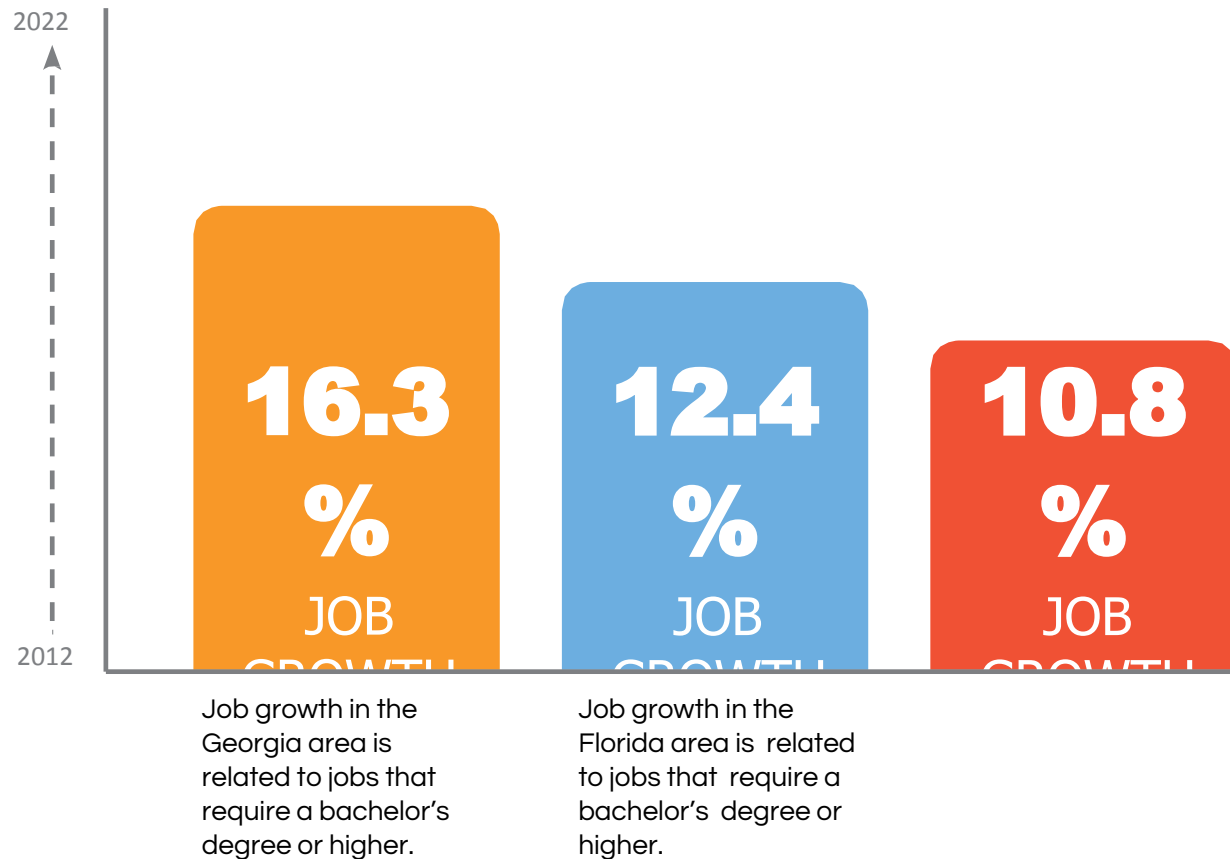
# TRUTH IN ACTION: US ARMY



# FEASIBILITY STUDY FINDINGS



# EMPLOYER DEMAND



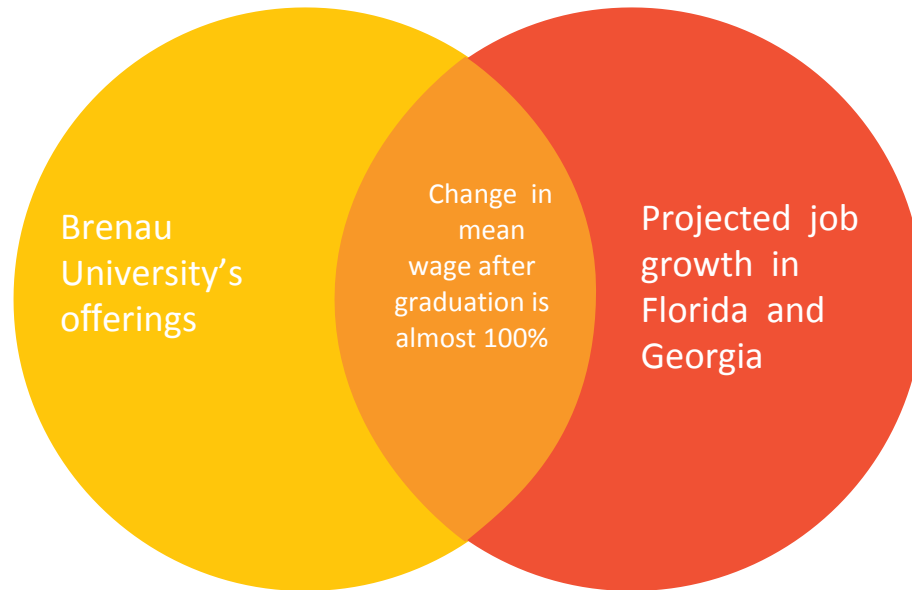
**25 out of 26** degree-related occupations (96%) have more than 10% total change in employment growth from 2012 to 2022.

\*Bureau of Labor Statistics, 2014

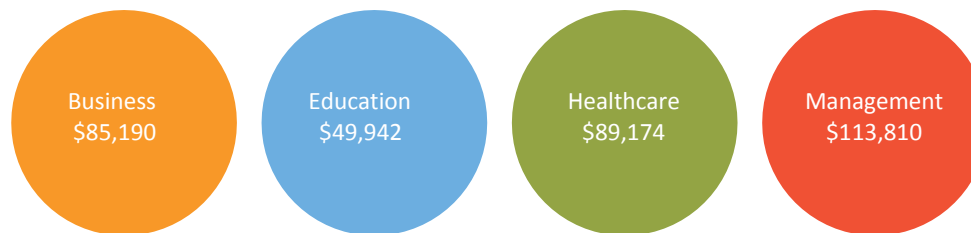
# RETURN ON INVESTMENT



The projected job growth in Florida and Georgia aligns with Brenau's offerings.



The annual mean wage for graduates of Brenau's degree programs broken out by employment category are as follows:



\*Bureau of Labor Statistics, 2014

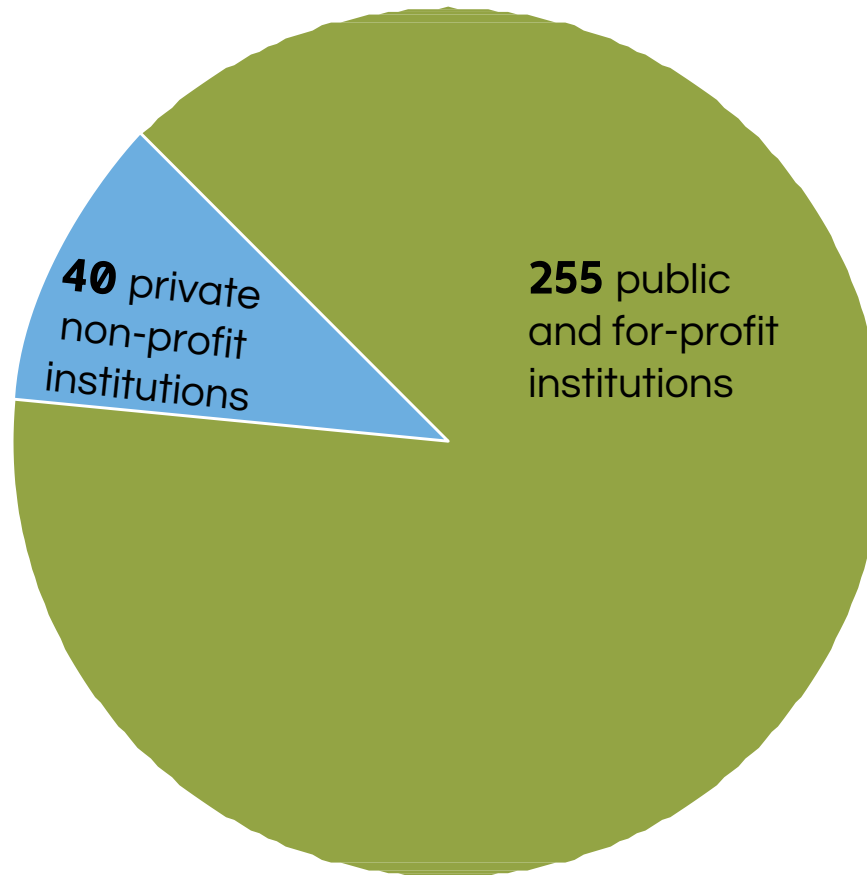


# COMPETITIVE PENETRATION



Atlanta, Augusta and Jacksonville are exceptionally competitive markets for the education niche. **However...**

There are clear gaps in the competitive penetration: Of the **295 competitive institutions** in the three DMAs, only 40 are private, non-profit institutions.



# ***2014 Survey of Online Learning***

## **Grade Level: Tracking Online Education in the United States, 2014**



While this represents the slowest rate of increase in over a decade, online enrollment growth far exceeded that of overall higher education.

- Key report findings include:
  1. The year-to-year 3.7% increase in the number of distance education students is the lowest recorded over the 13 years of this report series.
  2. Public and private nonprofit institutions recorded distance enrollment growth, but these were offset by a decrease among for-profit institutions.
  3. The percent of academic leaders rating the learning outcomes in online education as the same or superior to those in face-to-face remained unchanged at 74.1%.
  4. The proportion of chief academic leaders reporting online learning is critical to their long-term strategy reached a new high of 70.8%.

\*The 2014 Survey of Online Learning conducted by the Babson Survey Research Group and co-sponsored by the Online Learning Consortium (OLC), Pearson and Tyton Partners

# EXECUTIVE SUMMARY



## JOB GROWTH

Both Florida and Georgia job markets are expected to have above average job growth

## EMPLOYMENT GROWTH

25 out of 26 degree-related occupations (96%) have over 10% total change in employment growth from 2012 to 2022.

## LEAD GENERATION

Online lead generation for growth related markets has high potential.

Brenau Statistics  
January – December, 15

Total lead inquires= 14,796    Total Enrollments= 677  
Total online leads= 6,965    Total Online Starts= 391  
Total on ground leads= 7,831    Total on ground starts= 286

Ending Enrollment for AGS= 933 students  
Online students= 531 (57%)  
On ground students= 402 (43%)

# EXECUTIVE SUMMARY



## PROGRAMS

Brenau University has done well in its selection of programs that connect to industry and employment in the region

## ROI

Graduates from program areas offered by Brenau are rewarded with salaries that exceed state and national averages leading to an excellent ROI.

# CREATIVE STRATEGY



# TURNING A PROBLEM IN OPPORTUNITY



**NAKED**

Brenau  
University:

Too Scattered to  
be Successful

*Beautiful*

**UGLY**



# ASPIRATIO



**N**critical to determining where we want to go is knowing where we are.



## BRENAU UNIVERSITY

TRANSFORMATIONAL  
GOAL

**FROM:**

Traditional Teachers of  
Liberal Arts to a Few

**TO:**

An Institution Where  
Heritage Meets Hope  
for the Masses.

# TRUTH IN ACTION



TRANSFORMATIONAL TRUTH:

## *A Community of Forward-Thinking Traditionalists Educating Through Excellence*

### **CUSTOMER:**

A larger student body that attends due to an awareness of great programs, culture and graduates.

### **CULTURE:**

Brenau wants to be known for creating a progressive learning environment steeped in tradition and centered on values.

### **COMPANY:**

Brenau needs a "rally cry" for faculty, students, and the community that expresses the university's true nature.

### **COMMUNICATION:**

Brenau needs a marketing campaign that can communicate its differentiated position and fosters name recognition.

# TRANSFORMATIONAL TRUTH



Brenau creates a progressive learning environment steeped in tradition and centered on values where traditional, non-traditional and alumni are valued.

Timely and modern programmatic offerings are always available and match with the job potential and needs of the surrounding community

## *A Community of Forward-Thinking Traditionalists Educating Through*

Brenau has a beautiful legacy with a rich history. Many of the traditional values it was founded upon still play a significant role today. Brenau promotes these values in every aspect of the learning experience: trust, kindness, generosity, helpfulness and integrity.

Brenau's award-winning and accredited programmatic offerings, state-of-the-art facilities, and unique progressive offerings show this university's dedication to academic excellence and offering the very best to its students.

# MESSAGING GOALS



## COMMUNITY

1

Needs to encompass  
traditional and  
non-traditional students



2

Online and on-campus  
modalities



3

Alumni of both old and new  
thought



# MESSAGING GOALS



## FORWARD THINKING

1

Creating progressive programs that are looking at job potential and student need.



2

One of the first regional schools to go online.



3

Creating international program opportunities and doing it right

# MESSAGING GOALS



## TRADITIONALISTS

1

Cares about traditional Southern values and promotes their use in every aspect of the learning experience: trust kindness, generosity, helpfulness, etc.



2

Proud of their traditional women's college heritage.





# MESSAGING GOALS



## EDUCATING THROUGH EXCELLENCE

1

Accredited award-winning programs

2

State-of-the-art facilities

3

Unique, progressive offerings

4

Impressive alumni



## *A Community of Forward-Thinking Educationalists through Excellence*

**T**o us, there is absolutely nothing as important as the experience we provide. Our university is one of traditional and progressive thinking coming together to create a one-of-a-kind learning environment. We not only provide pioneering programming steeped in liberal arts tradition, but we offer it with kindness, integrity, compassion, and community.

“We aren’t like every other school; we are Brenau University. We place our students first and do whatever it takes to help them be successful, both in their studies and wherever their education takes them. We strive to foster trust, teach generosity, and help our students understand the importance of kindness in every interaction in and out of the classroom from the very first day.

“We are Brenau University. We are forward-thinking traditionalists who care about the academic experience of every student who walks through our doors.”



## 2016 CREATIVE CAMPAIGN



## CAMPAIGN INTRODUCTION

Since 1878, Brenau University has provided its students with more than an education; it has encouraged people at any age and career stage to *be more* — to develop or unearth traits and attributes to become strengthened and renewed.

This is a story best told by those who have lived it.

## "BE MORE AT BRENAU.EDU"

Graduates share the transformative nature of their Brenau experience — how *who* they became propelled them to *what* they are doing now.

We invite our audience to join Brenau's supportive community so they can also be more: *brave* enough to take the first step, *bold* enough to share their ideas, and *bright* and *brilliant* enough to be thoughtful contributors to society. In short, we invite them to Be More at Brenau.edu.



**B**OLD

Growing up in Tennessee, Janie Bryant's family made and sold socks. Most assumed she'd stay in town (and textiles) all her life. They assumed wrong.

"That was never really part of my plan," Janie says. "I'd grown up in this quaint, conservative little town where people had to fit into a certain mold. But I was an artist. Brenau was a place where I was free to express myself."

Some of the results of that freedom? A costume design Emmy for *Deadwood* and international recognition as costume designer for *Mad Men*. She's still into socks, just more into knocking them off.

**WHAT MORE COULD YOU BE AT BRENAU UNIVERSITY?**  
ONLINE | ON CAMPUS | UNDERGRADUATE | GRADUATE



Be More at **BRENAU.EDU**

## BOLD

Janie Bryant, Emmy-winning costume designer for *Deadwood* and internationally recognized for *Mad Men*, grows from making and selling socks to knocking them off.





## B R A V E

When Army Staff Sgt. Markita James was granted leave from active duty in Afghanistan, she asked us for a favor. Her mom, Army veteran Debra Cooper, was receiving her Master of Occupational Therapy, and Markita wanted to surprise her at graduation. President Ed Schrader did the honors, commending Debra and introducing Markita during his opening remarks.

Asked why she made the effort to surprise her mom, Markita said, "Getting this degree is a huge accomplishment for her. She's been through a lot. She's a single mother of two, but she is so strong. I'm so proud of her. She's my hero."

**WHAT MORE COULD YOU BE AT BRENAU UNIVERSITY?**

ONLINE | ON CAMPUS | UNDERGRADUATE | GRADUATE

### BRAVE

Army Staff Sgt. Markita James asks Brenau University for help to surprise and honor her mother, fellow Army veteran Debra Cooper, during commencement exercises.



## BRILLIANT

Gale Allen applied to become an astronaut three times. Three times, she was told her credentials didn't meet NASA's needs. So, she sought a different path to her dream organization—one that meant earning her MBA. Her Brenau University professors encouraged her constantly, even when she said she felt like quitting. Her perseverance paid off; she is now Deputy Chief Scientist at NASA.

"I'm not over-stating it when I say that I simply would not be where I was today if it were not for Brenau," she says. "The Brenau experience gave me a head start on gaining some unique attributes for the NASA world."

### WHAT MORE COULD YOU BE AT BRENAU UNIVERSITY?

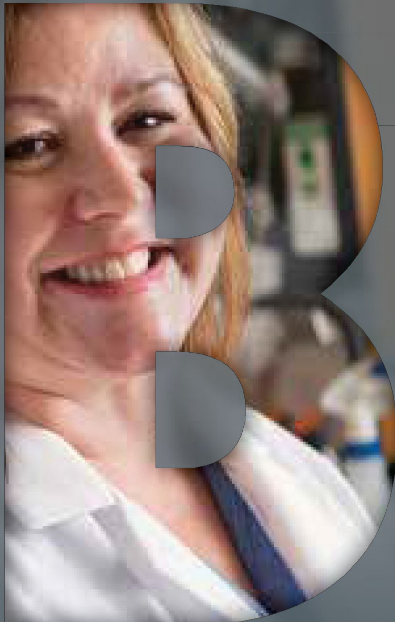
ONLINE | ON CAMPUS | UNDERGRADUATE | GRADUATE



Be More at **BRENAU.EDU**

## BRILLIANT

Rejected to become an astronaut by NASA on three separate occasions, Dr. Gale Allen shares how Brenau University helped her embark on a new, albeit challenging, path to her dream organization.




**BRIGHT**

In 1983, Dana Boyd became the first in her family to go to college. After starting out wanting to become a nurse, she (and we) quickly saw her potential in another field.

"I didn't have a good chemistry teacher in high school," Dana says, "but I had great chemistry teachers at Brenau. They were so passionate and enthusiastic. They made you be excited to do it. That's when I knew I wanted to study chemistry."

One slight change in trajectory has propelled now-Dr. Dana Barr from first in her family to first in her field: 23 years at the CDC, a professorship at Emory University and recognition by Thomson Reuters in 2014 as one of the world's foremost environmental health experts.

**WHAT MORE COULD YOU BE AT BRENAU UNIVERSITY?**

 Brenau University

Be More at **BRENAU.EDU**

## BRIGHT

The first in her family to attend college, Dr. Dana Barr's career trajectory changes drastically when her Brenau University instructors see her natural ability

for science.

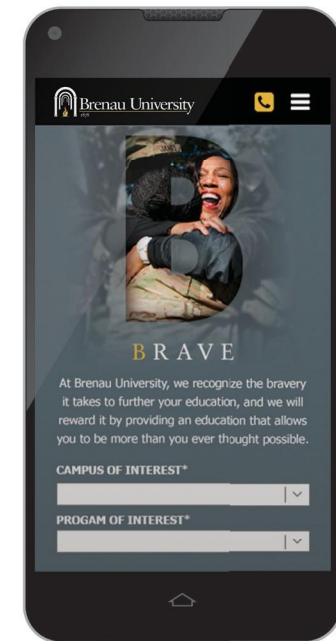
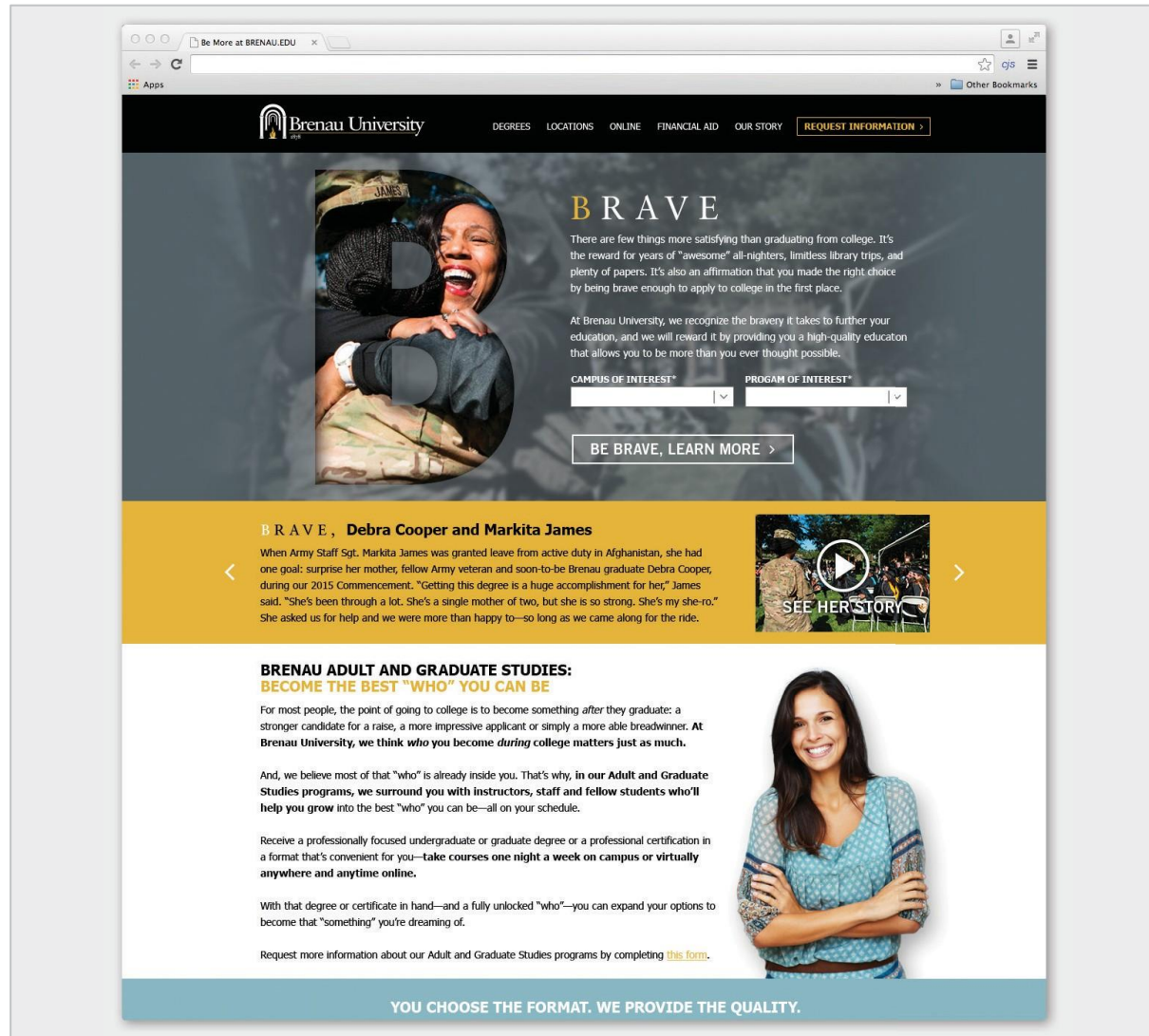
# RECRUITMENT (VIEWBOOK)

The “B” template makes a Brenau viewbook a welcome addition to a college fair table, an admissions representative’s office, or a recruit’s mailbox.



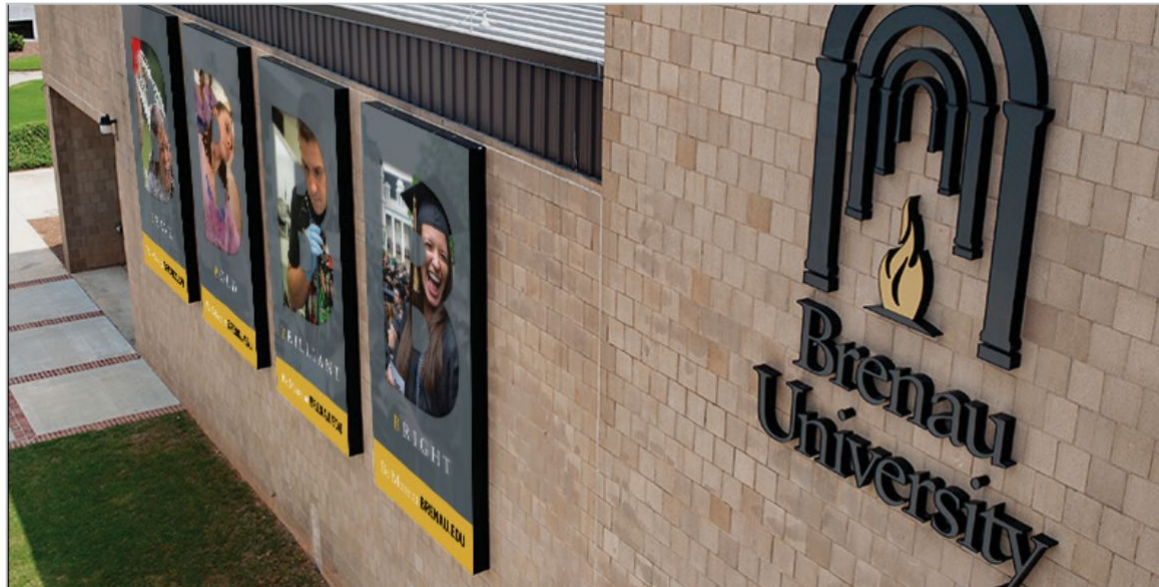
# SEARCH SITE (HOME PAGE, ABOVE FOLD)

Display and search inquiries would land on this website. The expected details on programs, locations, financial aid and more are couched within how that information — as well as the inquiries' actions on the site — demonstrates Brenau's ability to help others "Be More" and justifies its "More Than" statements.





# CAMPUS ENGAGEMENT (SIGNAGE)



By no means should “Be More” be limited to an external campaign. The powerful simplicity of the campaign’s message and visuals can serve to galvanize all members of the Brenau community — students, faculty and staff; past, present and future; on-campus and online.

On-campus signage and banners featuring current students or recent graduates helps make the “Be More” message relatable to the current Brenau student body.





# CAMPUS ENGAGEMENT (BANNERS)



# DEAR FUTURE STUDENT — ALUMNI LETTERS

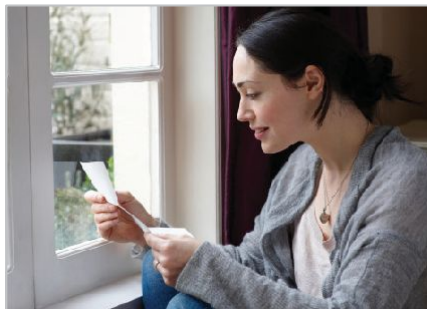
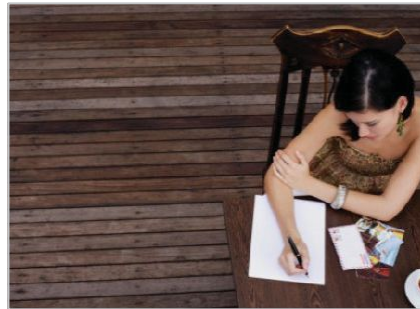


As part of the “Be More” campaign, we have an opportunity to not only document what makes the university so special, but to create moments that symbolize Brenau’s spirit.

In our “Dear Future Student” exercise, we will reach out to alumni and ask them to write personalized letters to incoming students who are either on campus, on location or online. We will encourage alumni to write words of encouragement, insights and advice that will help students become more during their time at Brenau. The letters will be delivered at the start of the fall term.

# WEB VIDEO — “DEAR FUTURE STUDENT”

At Brenau University, we asked our alumni to take a moment to welcome the incoming Class of 2019.



In order to show incoming and potential students the warmth, tradition and experience of Brenau, we will use footage of alumni writing their personalized “Be More” letters to incoming students and create a 30-second web video. The voiceover will be actual lines read from different letters (the copy below serves as an example). The desired outcome is to put a voice to these words of wisdom for all prospective students.

- WOMAN 1: My mother always told me, if you want to be more, you have to believe in yourself...
- WOMAN 2: That pushing yourself to become your best self is about where you go and who you become along the way
- WOMAN 1: When I first arrived at Brenau, I was just 18. I was so nervous... But I realized the moment I stepped on campus... I had nothing to be afraid of because...
- WOMAN 3: I wasn't leaving home, I was coming home.
- WOMAN 2: So what I'm saying is that I'm sure you're feeling a little uneasy, but you're not alone...
- WOMAN 1: Like thousands of young students before us, I stood where you're standing, feeling what you're feeling...
- WOMAN 3: But trust me on this one. You've just become a part of something truly wonderful...
- WOMAN 2: Welcome home.
- WOMAN 3: Hear more stories from our family of students and find out how you can Be More at brenau.edu.
- VO:



# CAMPUS ENGAGEMENT (WELCOME MATS)



During the first week of classes, Brenau will do more than just give a verbal welcome to incoming students, it will set out welcome mats in front of the major campus buildings. This will give a feeling of warmth and welcome to new and returning students.

THANK YOU