

South Texas College Brand

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2-Year College Experts

PART ONE: INTRODUCTION

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BRAND: WHAT IT IS NOT

- It is **NOT** a new “theme” or tagline
- It is **NOT** disposable
- It is **NOT** shifting
- It is **NOT** “The Emperor’s New Clothes”

BRAND: WHAT IT IS

- The **“best self”** of South Texas College
- The **perception** of South Texas College and its programs in the minds of the public
- It is the link between how South Texas College **is perceived now...** and how you want to be **perceived in the future**

WHY A BRAND?

A strong brand creates, maintains, or extends:

- A strong sense of purpose, of identity and of expectation with the public
- An emotional “bank account”
- A leadership position in the battle for students and funding
- A desire for others to experience your brand

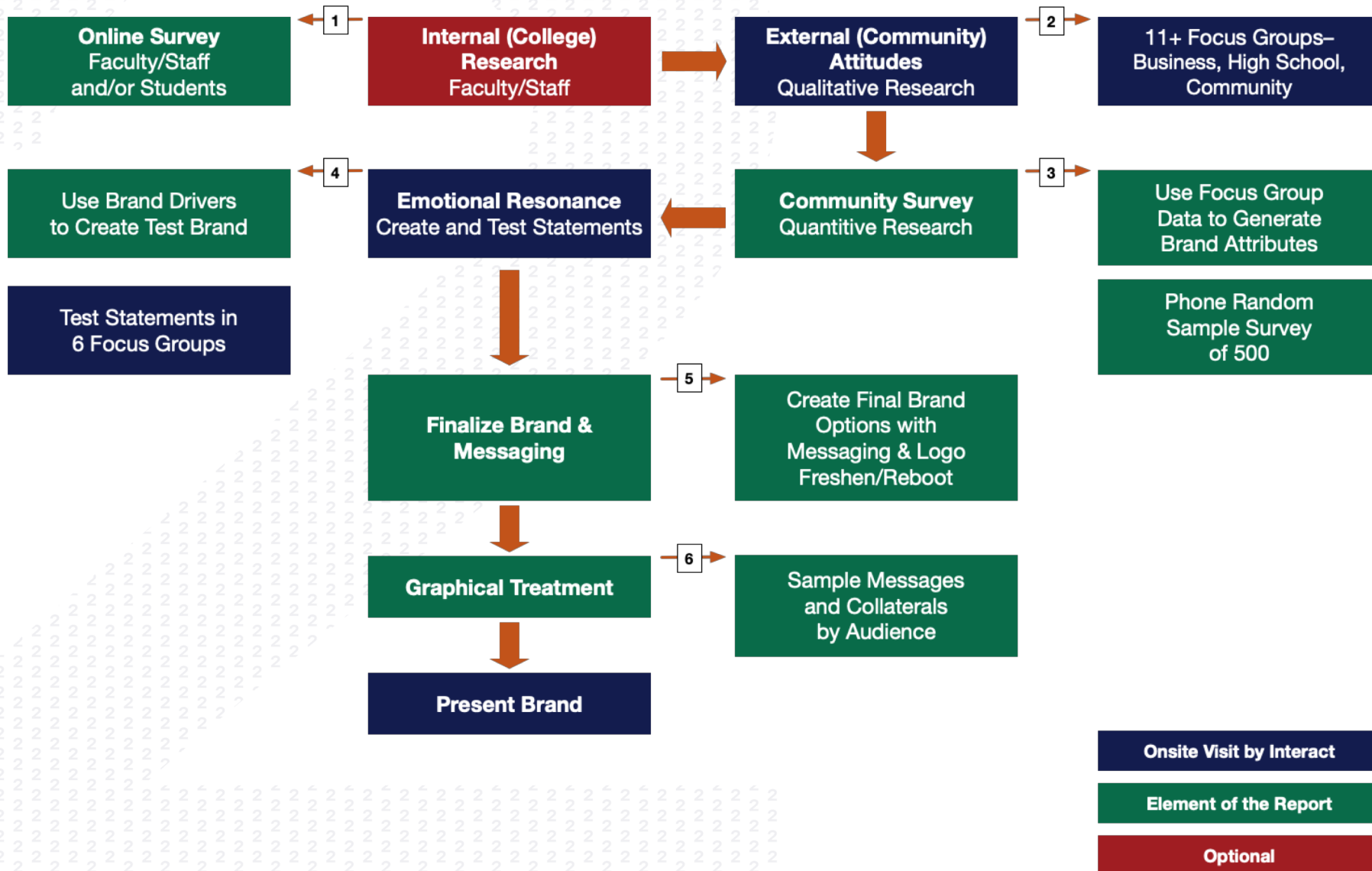
PART TWO: PROCESS

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RESEARCH GOALS

- Uncover a brand for South Texas College that **differentiates** it from competitors
- Position South Texas College **as a leader in higher education**
- Uncover a brand that **unifies** all of your programs and services under a single umbrella
- Define a campaign approach and language **that represents** what South Texas College is to all audiences: students, lifelong learners, parents, the community, and business, as well as graduates, faculty and staff

BRAND PROCESS



PHASE 1: QUALITATIVE

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ATTRIBUTE DISCOVERY

PHASE 1: QUALITATIVE

Attribute Discovery Focus Groups (11) & Interviews (5)
Business and Industry Professionals – Palm Valley Golf Course
Community Members and Student Ambassadors – Starr County Campus
Current Students – Pecan Campus
Current Students – Mid-Valley Campus
Faculty and Staff – Pecan Campus
High School Counselors – Pecan Campus
High School Dual Credit Students – Jimmy Carter Early College High School
High School Dual Enrollment Students – Starr County Campus
High School Students – Sharyland High School
Parents – Hidalgo High School (Spanish)
Parents – Pecan Campus
5 Interviews with Board Members

PHASE 2: QUANTITATIVE

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ATTRIBUTE TESTING

PHASE 2: QUANTITATIVE

Attribute Test
500 Community Members via Phone Survey
Distributed Over South Texas College Area within Hidalgo and Starr Counties



PHASE 3: TEST STATEMENTS

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BRAND TESTING

PHASE 3: TEST STATEMENTS

Brand Testing Focus Groups (6)
Continuing Ed Students
High School Students
Current Students
Faculty & Staff
Community & Business
PR & Marketing Staff

PHASE 4: CREATIVE

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INTEGRATE FINDINGS PHASE 4 CREATIVE

- Create a brand statement & campaign slogan that **“rings true”**
- Create a statement that targets both **beliefs (logical)** and **wants (emotional)**
- Create a statement that will **work with your diverse audiences**



THE PROCESS COMES TO LIFE FOR SOUTH TEXAS COLLEGE

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Themes and Ideas Discovered in Focus Groups

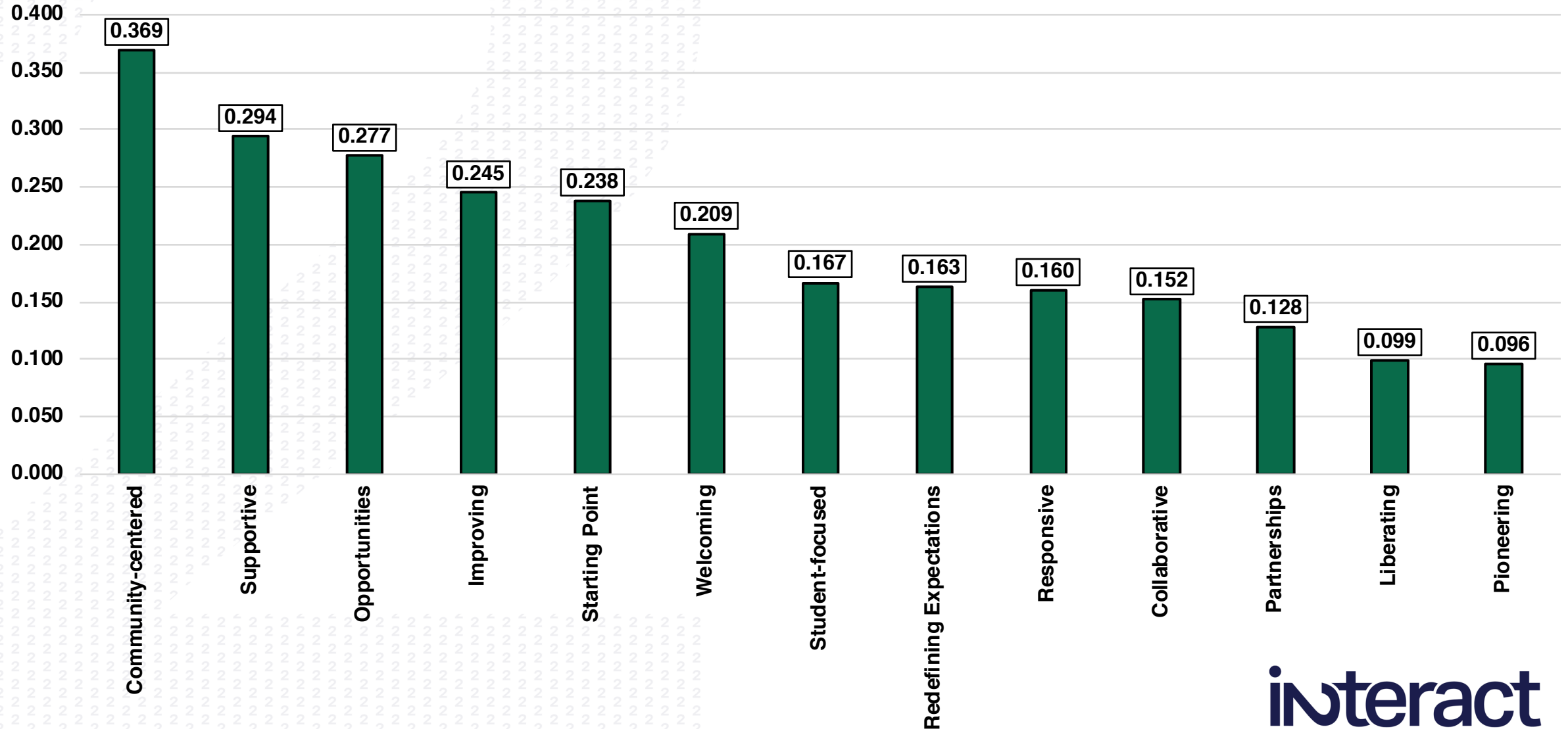
- Building local economy
- Positive impact on economic and social mobility of community
- A sign of progress in the Rio Grande Valley (though UT-RGV owns the RGV identity)
- Targeting the needs of the community
- Empowering community residents with knowledge
- Networks of people; Connections to jobs
- Pioneer in Education in South Texas
- Challenging and intentional curriculum to prepare for future
- Access to free services to help them be successful
(including counseling, transportation, computer labs, library, tutoring)
- Catalyst for change
- STC helps students and families move forward
- Breaking barriers; creating a college-going culture

Attributes Developed for Testing

- Collaborative
- Community-centered
- Improving
- Liberating
- Opportunities
- Partnerships
- Pioneering
- Redefining Expectations
- Responsive
- Starting Point
- Student-focused
- Supportive
- Welcoming

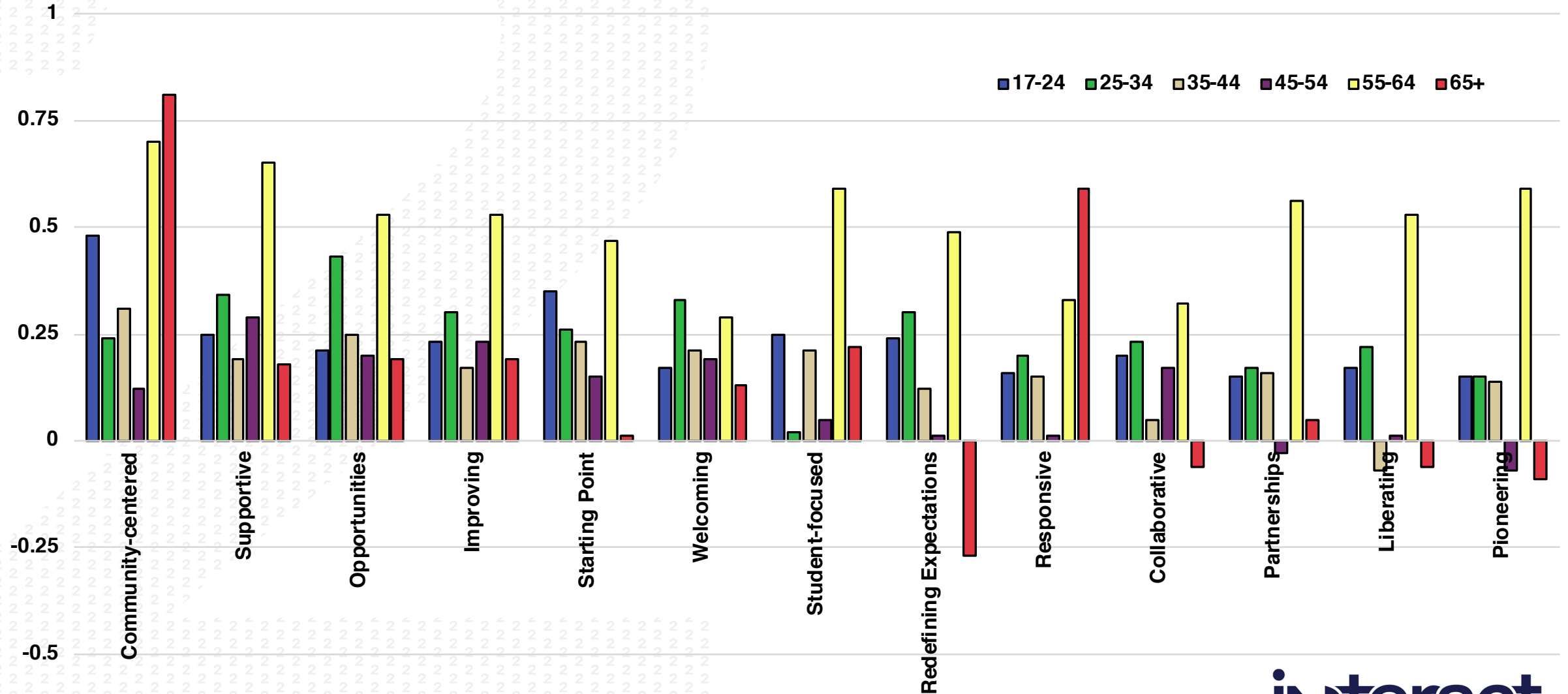
TESTED ATTRIBUTES RESULTS

STC Difference in Attribute Ownership vs. Competitors



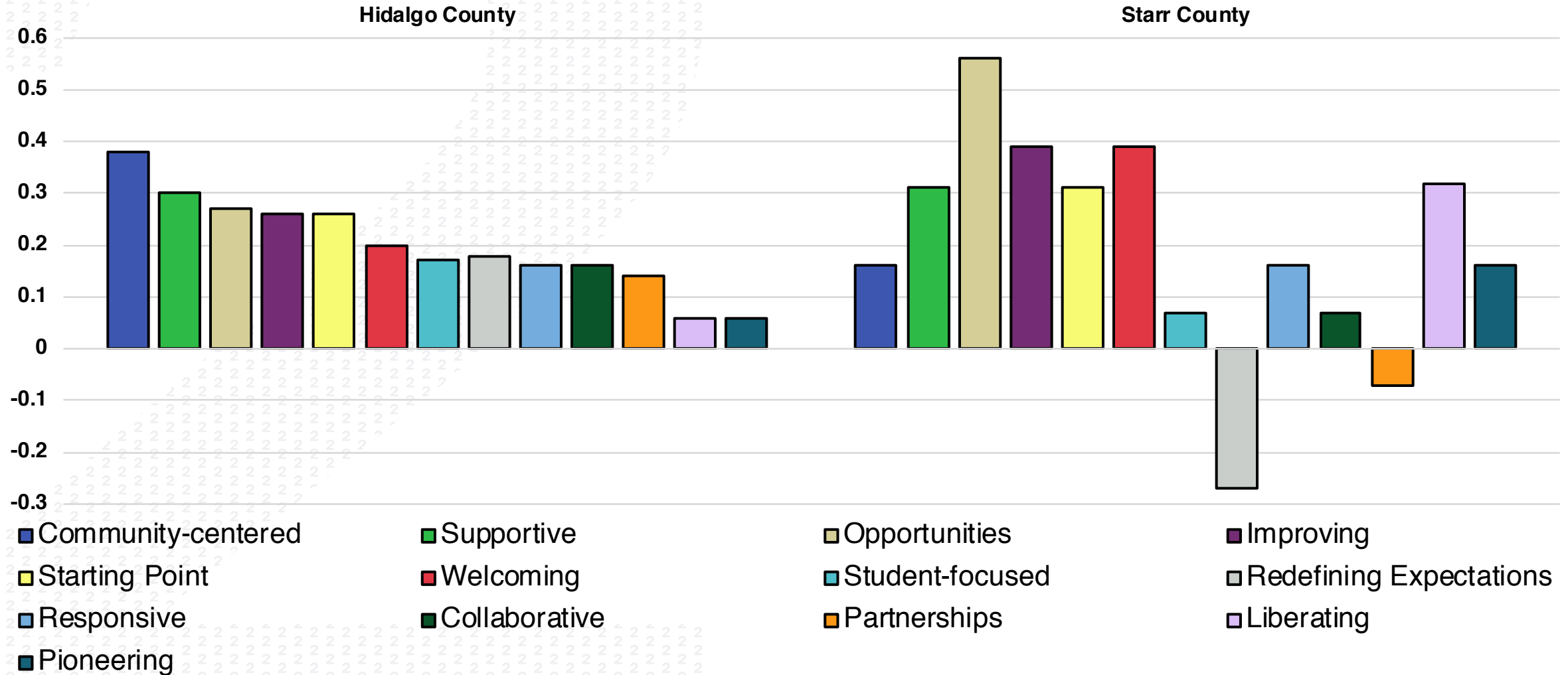
TESTED ATTRIBUTES RESULTS

STC Attribute Test – Difference by Age Group (Sorted by Mean Difference)



TESTED ATTRIBUTES RESULTS

STC Attribute Test – Difference by County (Sorted by Mean Difference)



ATTRIBUTE OWNERSHIP

Best-Tested Attributes “Owned” by South Texas College

- Community-centered (0.369)
- Supportive (0.294)
- Opportunities (0.277)
- Improving (0.245)
- Starting Point (0.238)
- Welcoming (0.209)

ATTRIBUTE OWNERSHIP

Ownership, But Not Strong

- Student-focused (0.167)
- Redefining Expectations (0.163)
- Responsive (0.160)
- Collaborative (0.152)

Little Differentiation or Better Associated With Competition

- Partnerships (0.128)
- Liberating (0.099)
- Pioneering (0.096)

Well-Tested Attributes Become the Core Concepts and Are Building Blocks for Test Statements

- Community-Centered
- Opportunities in a Welcoming and Supportive Environment
- Improving / STC is Growing with the Region

Test Statements:

- Test statements are simple
- They are disposable
- They test the emotional components of words
- Meant to be imperfect

TESTED STATEMENTS

Opportunities in a Welcoming and Supportive Environment

- Experience Opportunities
 - Here for You
 - Promise
 - We're Family

Community-Centered

- A College Community
- South Texas Proud
- STC Guaranteed
 - Together

Improving / STC is Growing with the Region

- Empowering Growth
 - Expects More
- Involved Beyond
 - Stepping Up

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TESTED STATEMENTS

STC Brand Test Part 1 Ranking		
Chosen Brand Concepts By Overall Audience		
Overall Rank	Statement	Mean Rating 1-6 scale (>3.500 = positive)
1st	Empowering Growth	5.073
2nd	Experience Opportunities	4.992
3rd	Here for You	4.967
4th	South Texas Proud	4.953
5th	We're Family	4.716
6th	A College Community	4.562
7th	Together	4.496
8th	Promise	4.266
9th	Involved Beyond	4.203
10th	STC Guaranteed	3.976
11th	Stepping Up	3.877
12th	Expects More	3.662

HIGHEST RATED TEST STATEMENTS

**Empowering Growth
Experience Opportunities
Here for You
South Texas Proud
We're Family
A College Community
Together**

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POWER WORDS

- Accessible
- Advantage
- Augment
- Benefit
- Beyond
- Caring
- Careers
- Challenging
- Choice
- Connection
- Collaboration
- Comfortable
- Community
- Connection
- Convenient
- Customized
- Elevated
- Empowering
- Engaging
- Enjoyable
- Expanding
- Experience
- Family
- Flexible
- Friendly
- Future
- Growth
- Hands-on
- Helpful
- Hospitality
- Inclusive
- Integrated
- Inviting
- Involved
- More
- Motivating
- One-on-one
- Opportunities
- Options
- Partnerships
- Pathway
- Personal
- Practical
- Prepared
- Promise
- Prosper
- Quality
- Resource
- Respectful
- Responsive
- Results
- Sharing
- Solid
- Stepping Up
- Succeed
- Supportive
- Together
- Underestimated
- Understanding
- Welcoming

BRAND PROVENANCE

Focus Groups

- Collaborative
- Community-centered
- Improving
- Liberating
- Opportunities
- Partnerships
- Pioneering
- Redefining Expectations
- Responsive
- Starting Point
- Student-focused
- Supportive
- Welcoming

Survey

- Community-centered
- Improving
- Opportunities
- Starting Point
- Supportive
- Welcoming

SOUTH TEXAS COLLEGE BRAND

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- While survey and focus group data echoed the usual two-year college attributes in many ways, it is clear that STC holds an undeniable reputation for **quality in the community**.
- All stakeholder categories gravitated toward **emotional, future-focused, and family- or community-based concepts** such as “Empowering Growth,” “Experience Opportunities,” and “Here For You”.
- STC has the community’s **trust** because it is versatile and is a **proven engine for opportunity** for the uniquely diverse communities it serves.

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Sometimes we struggle to find unique attributes to distinguish our clients from their competition...

...what differentiates STC is its **feeling of community and family** – that supportive and welcoming attitude that **guides a person to aim higher.**

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Top Attribute “Areas”

- **Community-Centered** – Creating a new standard, serving all facets of the community
- **Opportunities** – Student success, student involvement
- **Supportive** – Welcoming, with many layers of services to help students and families succeed

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SOUTH TEXAS COLLEGE BRAND

Experience *Exceptional*

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Experience
Exceptional

Three horizontal lines of different colors (blue, green, and orange) are positioned below the word 'Exceptional'.

SOUTH TEXAS COLLEGE BRAND

South Texas College is Many Things to Many People.

To the 70% of STC students who are **first-generation college students**, it's an entirely new frontier – a bold, uncharted experience, and a chance to **begin a family tradition of excellence in education.**

To the **working professionals** who power the region's exceptional workforce, it's a way to **stay current.**

Tor the **industries that employ those grads**, it's a way to **stay relevant.**

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SOUTH TEXAS COLLEGE BRAND

South Texas College is Many Things to Many People.

South Texas College is these things and more... An outstanding – and **constantly improving** – destination for career education, training and transfer; A warm and **welcoming college community**; A place that **connects** businesses with tech-savvy talent, and communities with **unprecedented opportunities**.

Above all, South Texas College represents a **unique and empowering experience** – a one-of-a-kind institution for a diverse and extraordinary community.

To experience STC... is to Experience *Exceptional*.

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SOUTH TEXAS COLLEGE BRAND

An Exceptional Institution.

Your communities know STC, and even more critically, they trust STC. This is a partnership built by 25 years of hard work, savvy fiscal stewardship, and responsiveness to community and industry needs.

Stakeholders at all stages of Interact's research gravitated toward general concepts of **opportunity, community, growth and pride**. STC is a welcome presence in South Texas – not so much a collection of campuses and classrooms as **a living, breathing agent of academic, career, and family success.**

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SOUTH TEXAS COLLEGE BRAND

Experience *Exceptional*.

“Experience” is an intriguing, versatile concept with broad relevance to overall college attendance, as well as the individual endeavors, events, practices and struggles of a college student. It represents the **“action” half of the wordmark**, while providing an engine for dynamic messaging.

Meanwhile, “Exceptional” combines the attributes of “originality” and “excellence” in an **elegant, versatile word that pairs well with the preceding verb.**

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Why It Works

Together, **Experience Exceptional** forms a strong, “built-in-call-to-action” kind of wordmark that builds on the idea **that STC is more than a place to earn college credits** – it’s a customizable experience, much more akin to **a community of higher learning** than a continuation of high school.

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SOUTH TEXAS COLLEGE BRAND

Why It Works

In **Spanish**, the analogous phrase “**Una Experiencia *Excepcional***” forms an elegant wordmark, should the college choose to translate. The word mark is similar enough in Spanish that it can also be left in English and understood.

Substituting (or appending) the acronym “STC” in the wordmark (i.e. “**Experience STC**”) makes it a **dynamic call to action**, and leaves no doubt as to the college’s ownership of the brand.

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For Prospective Students

For **prospects**, it conveys both **quality and individuality**.
Your potential students need to know they are welcome, and
that South Texas College is a true college experience.

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For Business and Industry Leaders

For **business and industry leaders**, it's precisely what they're looking for: **Experience *Exceptional*** – the kind delivered by an **outcome-focused institution**, featuring the very best in custom, tech-forward workforce training.

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For Faculty and Staff

“Experience *Exceptional*” gives **faculty and staff** credit for their crucial role in the college experience, and in shaping and supporting their students’ outstanding destinies... when we say **“Experience *Exceptional*,”** you’re speaking to the quality (and experience) of the instructors and support staff.

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For the Community

For the **community**, South Texas College is exceptional
because South Texas communities are exceptional.

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From the Research...

- “**Experience Opportunities**” tested very well during the brand statement round.
- South Texas College showed strong ownership over community-centric attributes (such as “**welcoming**,” “**supportive**” and literally, “**community-centered**”) compared to its competition.
- When asked to “fix” the high-ranking test phrase “**Experience Opportunities**,” all six stakeholder groups retained the word “**Experience**”.

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Finally....

- No one else has it
- It is simple
- It encompasses STC's unique attributes
- It's infinitely flexible, lending itself to multiple campaign directions and tones

FROM CONCEPT TO EXECUTION: SAMPLE ADS

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LAUNCH TREATMENT

Launch Treatment

- This simple yet distinct concept lets the wordmark stand on its own in general messaging.
- We use the wordmark's two “**power words**” to tell crisp, concise stories, with as little copy as possible.

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LAUNCH TREATMENT

Algorithms

Exceptional _____

and

Experience _____

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SAMPLE ADS

PROSPECTS

Exceptional Possibilities.

You've got the inspiration.
Now, get the experience.



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SOUTH TEXAS COLLEGE

Experience Exceptional

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PROSPECTS

Exceptional Connections.

Connect to a real college experience.



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SAMPLE ADS

EMPLOYERS (Business & Industry)

Exceptional Foundations.

Building the future of South Texas... together.



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Experience Exceptional

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SAMPLE ADS

EMPLOYERS (Business & Industry)

Exceptional Résumés.

Workforce-ready grads
with hands-on experience.

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SAMPLE ADS

INTERNAL (Faculty, Staff, Leadership)

Exceptional Faculty.

It's more than instruction. It's inspiration.

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SOUTH TEXAS COLLEGE

Experience Exceptional

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SAMPLE ADS

INTERNAL (Faculty, Staff, Leadership)

Exceptional Support.

You're going places. We'll help you get there.



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SAMPLE ADS

COMMUNITY

Exceptional Firsts.

Honoring our past. Seizing our future.



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Experience Exceptional

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COMMUNITY

Exceptional Partnerships

25 years working together for South Texas.



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Experience Exceptional

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SAMPLE ADS

SPANISH

Profesores excepcionales

Conéctate a un mundo de experiencia.

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Experience Exceptional

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SPANISH

Comunidades excepcionales

25 años trabajando juntos
para el Sur de Texas.

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SOUTH TEXAS COLLEGE

Experience Exceptional

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CAMPAIGN CONCEPT

#1: “Experience _____”

We fill in the blank with a noun (often a workplace or occupation-specific challenge) relevant to the subject and target audience.

- Experience **STC** (Student Life)
- Experience **Bigger Paychecks** (General)
- Experience **IT** (IT-related fields)
- Experience **Innovation** (STEM-related fields)
- Experience **Life in 3D** (Advanced Manufacturing)

CAMPAIGN CONCEPT

Experience STC.

Welcome to the South Texas College family.



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Experience Exceptional

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CAMPAIGN CONCEPT

Experience Inspiration.

We are student-focused
faculty and staff. We are STC.

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CAMPAIGN CONCEPT

Experience Prosperity.

Proud to fuel the high-tech,
high-stakes South Texas workforce.



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Experience Exceptional

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LAUNCH TREATMENT

Exceptional *Faculty*

Exceptional *Training*

Exceptional *Graduates*

Exceptional *Facilities*

Exceptional *Support*

Exceptional *Families*

Exceptional *Futures*

Experience *Success*

Experience *Support*

Experience *Opportunity*

Experience *Inspiration*

Experience *High-Tech*

Experience *More*

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FLEXIBLE AND CUSTOMIZABLE

“Experience *Exceptional*” is endlessly **flexible** and **customizable**.

The following represent just a few ideas for post-launch campaigns advancing the **“Experience *Exceptional*”** brand.

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ADDITIONAL CAMPAIGN CONCEPTS

” _____ **Exceptional** _____ ” or “ _____ an **Exceptional** _____ ”

- **Build an Exceptional Life**
- **Secure an Exceptional Career**
- **Live an Exceptional Life**
- **Discover Exceptional Opportunities**
- **Gain Exceptional Skills**
- **Do Exceptional Work**

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ADDITIONAL CAMPAIGN CONCEPTS

“I am Exceptional”

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“I am Exceptional”

For Prospect Students

I am **ready** to meet my career’s unique challenges.

I am **fast, focused**, and unfailingly **confident** in my skills.

I am **experience-tested**, **workforce ready**, and **recession-proof**.

I am Exceptional.

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“I am Exceptional”

For Employers/Industry Leaders

I am **a leader** in my industry, and in my community.

I am **a mentor** to my employees.

I am **an engine for economic success** in our region.

I am Exceptional.

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ADDITIONAL CAMPAIGN CONCEPTS

“Experienced”

- Experienced **Rhymer** (Education)
- Experienced **Rockstar** (Construction Trades)
- Experienced **Superhero** (First-responder/Healthcare professional)
- Experienced **Hitmaker** (Audio Engineering)
- Experienced **Firebrand** (Culinary)
- Experienced **Design Diva** (Fashion or Graphic Design)

CAMPAIGN CONCEPT

“The STC Experience”

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WHAT'S NEXT...

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NEXT STEPS

1. Finalize the Graphical Treatment for brand statement
2. Finalize the campaign treatment with graphical framework, photography and message algorithm
3. Prepare for the January rollout
4. Make it happen!



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Experience Exceptional

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2-Year College Experts



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