EMP Branding Strategic Initiative

BCC Internal Communications

• Overview & Purpose
• Branding Definitions
• Research Results
• Creative Materials
Whether you deal directly with students, vendors, business or educational partners, you have an impact on people’s perceptions about our college.

The BCC family should be aware of and actively support the branding initiative.

We need everyone’s assistance in developing people’s perceptions about our college.
The BCC brand:

• Represents how our students, employees and our community are emotionally and physically connected to BCC

• It is what makes BCC a unique and identifiable symbol of higher education

• Is the driving force behind what differentiates BCC from all other higher education institutions
The goal of branding is…

• To build relationships and grow our bond with the community
• To expand upon the relationships between the BCC family and our community

Brand identity…

• How do we want our students, employees and members of the community to see us?

Strategic Goals:

• How do we want to change how we are perceived in the minds of others?
• What will BCC be tomorrow?
• How does BCC want to grow, adapt and change?
Purpose - to brand BCC as Broward County’s first choice for:

- Academic programs
- Cultural sustainability
- Corporate training
- Workforce development
- Continuing education
BCC needs to understand how the community and our potential students view BCC

Evidence-based campaign development is key

Research will guide decision making
Participant profile

- The focus groups were comprised of a mix or race/ethnicities with two groups dedicated to the Hispanic market.

- The business interviews included cultural and civic leaders, CEOs, business owners, and HR directors.

The community survey participant profile:

**Age**
- 18-24: 22%
- 25-34: 20%
- 35-45: 58%

**Race/ethnicity**
- Black (AA, Carib, Haitian): 22%
- White: 58%
- Hispanic/Latino/Other: 20%
SUMMARY OF FINDINGS

Main issue: Knowledge about BCC is the concern, not awareness - the community is aware of BCC, but *not really familiar* with the college

Specific challenges exist due to a lack of knowledge about BCC

- BCC is not a “real” college and is a “last resort” for students
- It is for those that cannot get into a four-year university/college
- BCC does not offer degrees
- BCC does not have programs that will help students to succeed in today’s business environment

BCC is viewed as a community partner, and has the potential to be a driving force for future community growth. Positive perceptions about BCC include:

- Convenience
- Value
- Flexible
- Quality
- One-on-one attention
- Essential
SUMMARY OF FINDINGS

The community college cliché

Business leaders see BCC as critical to the community, but do not believe BCC views itself the same way. Business and community leaders do not see BCC as visible enough in the following areas:

- Communication with businesses and employees
- Visibility of college leaders (top administration positions and department heads)
- Number of prominent business partnerships
- Quality of community events and speakers
- Ability to communicate academic and technical programs

Word-of-mouth is BCC’s most important avenue of communication
Recommendations

Change the cliché

• Elevate the image of BCC
• Change the mind of the parent and the high school counselors
• Change the current and prospective students’ perception of BCC
• Find BCC graduates in the community and speak of their success
• Emphasize the positives with new messaging

Expand and improve communication

• Broaden communication touch points to all audiences and actively use BCC website as a channel to interact and educate
• Communicate the depth and breadth of BCC programs and opportunities
• Educate the market about degree availability and accreditation
• Use integrated planning to reach all audiences through marketing, media and community relations plans
Creative concepts were developed based upon community input and the research recommendations

Feedback Groups:

• Current BCC students (both traditional and adult returning)
• High school students
• BCC student advisers
• BCC faculty and staff
Brand Positioning Statement

Broward Community College provides a personalized, flexible, quality education for a diverse multicultural student community resulting in nationally-recognized degrees and certificates.
We keep you thinking.
Broward Community College

**Totally MULTIFARIOUS**

No matter what your schedule, Broward Community College offers multifarious options to help you graduate.

You have our word.

Get your degree from BCC. Day, night, weekend and online classes are available.

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Broward Community College

**Get GOBSMACKED**

You’ll be gobsmacked by the low cost of a high-quality education at Broward Community College.

You have our word.

Get your degree from BCC. Day, night, weekend and online classes are available.
[Multifarious]

Close-up view

No matter what your schedule, Broward Community College offers *multifarious* options to help you graduate.

You have our word.

Get your degree from BCC. Day, night, weekend and online classes are available.

Multifarious: *having great variety; diverse*
If you matriculate at Broward Community College, you'll be better prepared to continue your education or pursue good paying jobs that are in demand after graduating.

You have our word.

Join us at our “Quick Start” open houses and qualify for a $100 book scholarship:

December 2, 2006
Saturday, 9am - 1pm
South Campus
200 Pines Blvd.
Pembroke Pines, FL 33024

December 7, 2006
Thursday, 4pm - 7pm
Pines Center
1667 Sheridan St.
Pembroke Pines, FL 33331

December 14, 2006
Thursday, 4pm - 7pm
Downtown Center
111 E. Las Olas Blvd.
Fort Lauderdale, FL 33301

December 18, 2006
Saturday, 9am - 1pm
Central Campus
3504 SW 8th St.
Davie, FL 33314

Register today!
Classes begin January 2007
954.201.7350 www.broward.edu
Internet Banner Advertisement

Get **Gobsmacked!**

Yes. **Gobsmacked...**

you’ll be *gobsmacked* by the low cost of a high-quality education.

**You have our word.**

**Register now!**

Classes begin January 2007

[www.broward.edu](http://www.broward.edu)  954.201.0000

Click to proceed to next slide
Internet Banner Advertisement

Frame 1: Register now.
Classes begin soon.
954.201.7350
www.broward.edu

Frame 2: If you matriculate at Broward Community College, you’ll be better prepared to continue your education or to pursue good paying jobs that are in demand after graduating.

Frame 3: Join us at our “Quick Start” open houses and qualify for a $100 book scholarship.

November 18, 2006
Saturday, 9am - 3pm
North Campus
1000 Coconut Creek Blvd.
Coconut Creek, FL 33066

Register today!
Classes begin January 8, 2007
954.201.7350
www.broward.edu
BCC Radio Commercial

‘Matriculate’

To listen: move your mouse till it shows on the screen and then click on the speaker icon below.
Brand campaign launch: November 2006

Campaign evaluation: 12-18 months; necessary changes will be made based upon evidence

Thank you for taking the time to learn about our branding campaign

Please proceed on to quiz. Once you have completed the quiz, you will be provided with a certificate and your completion will be recorded in the CID system.

Many thanks to the staff from InterMedia, our public relations agency, for their hard work, dedication and assistance with this project.