

Exercise 1

Step 1: Define in one sentence what the goal of your branding project would be.

Step 2: Identify the key stakeholders for the project.

Step 3: Select your ideal leadership team.

Exercise 2

Step 1: Name 3 primary drivers for students and families when selecting a college or university.

Step 2: Craft a research question to assess or analyze your institution on each of the drivers named above.

Step 3: Are those questions different when surveying current students versus prospective students versus alumni? If so, take 1 of the above and create distinct versions for: prospective students, current students and alumni.

Exercise 3

Craft a sample Brand Promise Statement for your institution using the following format as a guide:

*{Your Institution} is _____ for
_____ students who want
_____.*

Write your Brand Promise Statement below.