

## **Marketing/Branding Working Group**

### **Leaders**

President Carlee Drummer, Quinebaug Valley Community College  
Michael Kozlowski, System Office

### **Members**

President Wilfredo Nieves, Capital Community College  
President John Clark, Western Connecticut State University  
Del Cummings, Naugatuck Valley Community College  
William Lugo, Eastern Connecticut State University  
Maribel LaLuz, System Office  
Gordon Plouffe, Student Advisory Committee

### **Notes**

The group met on Friday, July 22, 2016.

- Discussed the “charge” of this Working Group, identifying the scope of work and the deliverables.
- Reviewed the difference between “positioning” and “branding”.
- Examined branding strategies for other systems including State University of New York (SUNY); University of Wisconsin System; University of California System; The California State University (CSU); Minnesota State Colleges and Universities (MnSCU); Pennsylvania’s State System of Higher Education; University System of Georgia (The USG Family); Utah System of Higher Education (USHE); and Oregon University System (OUS).
- Assessed outcomes of the Maguire study in 2013-2014.
- Identified obvious competitors (Goodwin, University of Connecticut, University of Hartford)
- Discussed state media issues (i.e. difficulty gaining attention outside immediate Hartford area)
- Concluded no research exists, necessitating starting from the beginning with surveys, focus groups, and individual interviews throughout the state.
- Next steps
  - Determine feasibility of using marketing faculty, along with the System Institutional Research team, to conduct the research that will guide the recommendations from the Working Group.

- Send questionnaire to all Presidents, asking for a response to the following: Who are you? Who are we?
- Collect mission statements from all of the colleges and universities.
- Set the next meeting date.