

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 Wednesday, August 31, 2016.

- Reviewed the results of the marketing exercise: *Who are you? Who are we?* Clearly each institution knows itself, but the “Who are we?” question engendered more definitions than attributes. Since the System neither educates nor enrolls students, the marketing task will be to focus on the benefits/advantages of the CSCU merger (i.e. TAP/seamless transfer).
- Reviewed mission statements from the 17 institutions. Not surprisingly, much overlap exists. Nine colleges and universities mention ‘quality’ and ‘accessibility’, and eight mention ‘affordability’. Other values include:
 - Supportive environment
 - Faculty
 - Learning centered
 - Comprehensive
 - Innovative
 - Growth
 - Diversity
 - Excellence
 - Social justice
 - Service for the public good
- Discussed the process for conducting research with various target audiences including parents and other influencers; high school juniors and seniors; high school principals, guidance counselors, and teachers; and Connecticut residents in general. Research methods include focus groups, one-on-one interviews, town hall meetings, and community surveys.
- Del Cummings and William Lugo are eager for faculty to be involved, whether in conducting research or writing the marketing plan.

- Next steps
 - Schedule a meeting with Bill Gammel to determine the 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.
 - Review successful marketing campaigns identified by the colleges and universities.
 - Explore the feasibility of a separate marketing campaign for TAP in spring 2017.
 - Set the next meeting date.