

Extending our **Brand**

What Matters in Branding & Questions for Discussion

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What Matters in Branding?



What Matters in Branding?

- **Consistency** matters
 - builds Familiarity that leads to Trust
- **Strategy** matters
 - SEM Alignment, Data & Research
- **Investment** matters
 - Consistent, Systematic Growth
- **Academics** matters
 - Program Reputation, Faculty Recognition



Oregon TECH
Oregon Institute of Technology

#1 IN OREGON
AVERAGE RETURN ON INVESTMENT

97% EMPLOYED
WITHIN SIX MONTHS AFTER GRADUATION

\$60K PER YEAR
AVERAGE GRAD'S STARTING SALARY

www.oit.edu
Hands-on education for real-world achievement.

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Hometown: Ashland, Ore.

What Matters in Branding?

- **Integration** matters
 - Brochures, Signage, Media, Advertising, Website
- **Differentiation** matters
 - Polytechnic Mission, STEM & Applied Sciences
- **Messaging** matters
 - Communication and Marketing
- **Public Perception** matters
 - Value, Social Responsibility, Financial Stewardship



Consider these Questions

NAME CHANGE:

1. What is prompting the discussion?
2. How was the current name determined and when was the last name change?
3. Do other entities who do the same thing we do use a different type of name configuration than we do, e.g. Oregon Tech, or do we stand alone in our approach?

BRAND EQUITY:

1. What is being done currently to address any legacy name issues that are holding the brand back from being more successful?
2. Is market share shrinking, stable or growing?
3. Has Oregon Tech worked with an outside entity to conduct market research on name equity and/or brand perception?

Questions for Name Discussion

1. What is prompting the discussion?
 - a) Do leadership feel the name itself is a barrier to student success or enrollment?
 - b) Is the name a barrier to recruitment of quality faculty and staff?
 - c) Is the name a barrier to engagement with stakeholders – industry, grantmakers, legislators, donors?

Questions for Name Discussion

2. How was the current name determined and when was the last name change?
 - a) **2012: Major branding change occurred with movement away from OIT to Oregon Tech and logo change**
 - b) **1973: Name changed from Oregon Technical Institute (OTI) to Oregon Institute of Technology (OIT)**
 - c) **Was the change used as a way to re-introduce Oregon Tech to its stakeholders and markets?**

Questions for Name Discussion

3. Do other entities who do the same thing we do (**polytechnic university**) use a different type of name configuration than we do, e.g. **Oregon Tech**, or do we stand alone in our approach?



Questions for Brand Discussion

1. What is being done currently to address any legacy name issues that are holding the brand back from being more successful?
 - a) How long have those efforts been underway?
 - b) What levels of investment have been made and for how long?
 - c) Is any progress being made?

Questions for Brand Discussion

2. Is market share shrinking, stable or growing?
 - a) If shrinking or stable - is the name the sole or major reason for this?
 - b) Are there other reasons to look at to determine market share issues, such as consistency and levels of investment in outreach to prospective students?
 - c) Operational and/or staffing issues?

Questions for Brand Discussion

3. Has Oregon Tech worked with an outside entity to conduct market research on name equity and/or brand perception? If yes, what did those results conclude?
 - a) When was the last time Oregon Tech objectively determined how external audiences view our institution?
 - b) How often does Oregon Tech work with an outside entity to conduct name equity or brand perception studies?
 - c) Does market research reveal large gaps between the institution's assumptions of perception and real market data?