

# It Takes a Campus to Make a Brand: Best Practices in Brand Integration

Learn how to build partnerships for your brand and marketing work among key campus stakeholders, including university leadership, faculty and deans, and staff members who work in student support, admissions, alumni and donor relations, and human resources.

**BVK**

## Presentation Overview

### Background

In today's competitive higher education market, colleges and universities are increasingly coming to appreciate the importance of developing and positioning a strong brand identity. Too often, however, this is a task they delegate solely to their marketing and communications office, which can place the individuals who occupy these roles in a difficult position. Not only are most universities highly decentralized, meaning that a marketing director might be responsible for coordinating communications without the needed authority, personnel, or budget. But in addition, many faculty members and academics are inherently skeptical of brand and marketing since these terms sound too much like traditional business jargon.

For brand positioning to be effective, it's vital that each unit on campus contributes to the effort in two ways. First, they should develop messaging tailored to their unique audiences that communicates their work with stakeholders in ways that reinforce the university's overall brand promise. Second, they should ensure that the experiences they deliver to stakeholders actually fulfill the brand promise, so the institution is authentically living its brand.

At BVK, we call this **Brand Integration**. It's the process of aligning an organization's communications, its people, and its strategy to position and deliver authentic brand experiences. Achieving this kind of alignment is possible, even in higher education. Through years of experience, we've developed a tested method for doing it well.

### Our Offer

BVK's free presentation, *It Takes a Campus to Make a Brand*, will share what we've learned, demonstrating how to build partnerships for your brand and marketing work among key campus stakeholders, including university leadership, faculty and deans, and staff members who work in student support, admissions, alumni and donor relations, and human resources.

By attending our presentation, you will:

- Review the organizational and cultural challenges of brand positioning in higher education.
- Learn strategies for helping university leadership understand the importance of strategic brand positioning.
- Discover a method for aligning communications across campus, working with unit-level faculty and staff to build a brand messaging framework tailored to their unique audiences and programs.
- Learn how to encourage campus stakeholders to see their work in recruiting, teaching, or supporting students and other stakeholders through the lens of brand experience.
- Learn how to work with staff members in leadership and human resources to leverage your brand internally for improved organizational morale.
- View case study examples of institutions that successfully used brand integration to maximize the impact of their market positioning.

For more information, you can visit BVK's [Brand Academy for Colleges and Universities](#). Or to schedule this no-cost presentation, please contact: Kim Kieffer, VP, Program Director at (414) 247-3821 or email [kim.kieffer@bvk.com](mailto:kim.kieffer@bvk.com)