Brand Forward
at Michigan State University

Financial Administrators Development Program • November 2014
Agenda

What is Brand?
Value of a Brand
Our Platform
Being an Ambassador
Our New Campaign
What’s Next?
What is a Brand?
Brand isn’t a Product.
It's not a logo.
It is not an identity or colors or fonts.

Soho Std Extra Light
Soho Std Extra Light Italic
Soho Std Regular
Soho Std Italic
Soho Std Bold
Soho Std Bold Italic
It is not a tagline.
Brand isn’t a website or TV Commercial.
So what is a brand?
A person's gut feeling about a product, service, or organization
People are emotional and intuitive
Brands are defined by individuals, not by companies.

Brand is individual perception.
In a nutshell: MSU’s brand is what students, parents, alumni, academic peers, partners, corporations, and other stakeholders
think, feel, and respond to when they hear the words or see the symbols for
So we've always had one... what's the big deal?
Value of Brand
Value of Brand

The most valuable intangible asset any organization owns
Value of Brand

The ability to charge a higher price for the same product

Coca-Cola

Cola
Value of Brand

For a university, it affects not only tuition... but also faculty recruitment, student recruitment, fundraising, partnerships, and more.
Brand Forward
# Secrets to MSU’s Success

<table>
<thead>
<tr>
<th>People</th>
<th>Genuine, smart, friendly, hardworking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>Collegial atmosphere fosters feeling of belonging</td>
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<tr>
<td>Collaboration</td>
<td>Diversity of background, experiences, and perspectives inspires creativity</td>
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<tr>
<td>Freedom</td>
<td>Autonomy unleashes personal potential</td>
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<tr>
<td>Opportunity</td>
<td>Unlimited pathways for inspiration and opportunity to contribute to a bigger purpose</td>
</tr>
<tr>
<td>Impact</td>
<td>Personal and collective impact through global connections make a real difference in people’s lives</td>
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</table>
Brand Platform: A focus on how we achieve impact

Spartans Will.


MSU's talented, passionate people and open, collaborative culture empower opportunity and create extraordinary impact for a better world.

People
Our people set us apart.

- We have an amazing work ethic. We are unpretentious and incomparably tenacious. No challenge is beneath us—or too big to tackle—if it makes a difference in people's lives.
- We turn talent to good. Talent is the essential element that drives us forward. We foster it, invest in it, recognize it, and turn it to the common good.
- We excel on teams. We are skillful partners, and we celebrate one another's successes.
- We value differences. Our inclusive culture unleashes the creative power of diverse viewpoints and backgrounds.

Passion
Our open, collaborative culture is built to power and empower.

- We foster openness and flexibility. We empower individuals as they create their own paths of achievement.
- We believe in partnerships. Collaboration is often the best way to achieve lasting impact. Getting the best results and building for the future is more important to us than getting all the credit.
- We connect globally. We are globally networked, with decades of experience making a difference in communities at home and around the world in ways that advance us all.

Purpose
We boldly live our values as we pursue our land-grant purpose to make the world a better place.

- We affect lives in extraordinary ways. It's in our DNA to shape a better tomorrow, helping individuals and communities achieve their potential in Michigan and around the world.
- We are visionaries. Our research pushes the boundaries of discovery to solve the big problems of our time.
- We deliver excellence and opportunity. We are an elite research university, but we never rest. We are competitive at the highest levels of research and scholarship and supporting the success of a globally minded, diverse population of learners.

Excellence in research and education: pioneer land-grant university, top 100 research university. AAU member, competitive rankings, vast resources and outstanding facilities, globally networked, $500M plus in federal research funding, solid donor base, strong enrollment demand, large and socioeconomically diverse student population, strong mission of access and opportunity, more than half a million alumni globally, top-ranked athletics programs.
SPARTANS WILL.
How is the MSU Brand Expressed?
Airport Art
Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? SpartaWill.msu.edu
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MICHIGAN STATE UNIVERSITY
Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? SpartansWill.msu.edu
Mobile
Ways to Extend Campaign

Spartan of the Week
Selected from photos posted to social media with hashtags
Win Who Will? Spartans Will. Merchandise (e.g., hats, stickers, etc.)
“Green out”
# Brand Forward Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb</td>
<td>Selected new agency - BVK ✔</td>
</tr>
<tr>
<td>Mar - Apr</td>
<td>Discovery phase including leadership interviews and qualitative research to uncover emotional triggers ✔</td>
</tr>
<tr>
<td>May - Jul</td>
<td>Develop campaign strategy and creative concepts ✔</td>
</tr>
<tr>
<td>Aug</td>
<td>Creative development and testing ✔</td>
</tr>
<tr>
<td>Sept - Dec</td>
<td>Production</td>
</tr>
<tr>
<td>Dec. 3</td>
<td>Launch</td>
</tr>
<tr>
<td>Nov - Apr</td>
<td>Brand integration across institution</td>
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</tbody>
</table>
Brand Integration
Digital Billboards

3 Faculty from Each College
Rotate 3 months
Off Harrison by Road House

MERGING ART AND SCIENCE
Who will? SPARTANS WILL.

HELPING MICHIGAN GROWERS
Who will? SPARTANS WILL.
Brand Integration

Academic Colleges

Create messaging platform customized by college

Develop executional elements to support campaign
  - Faculty wearing the helmet
  - College or CABs to produce

Two college pilot

Education

Arts and Letters

Release at UCN Conference
Metrics Snapshot
Reach, Consumption, and Engagement
REACH

586,840
Online Visitors to Content Hubs

9.7 billion
Media Impressions

11 million
Social Impressions

2.7 million
Digital Advertising Impressions

1.9 million
E-mails Delivered

CONSUMPTION

650,010
Online Content Hub Page Views

513,628
Facebook Photo Views

4,925
Content Hub Video Views

2 million
Users Taking Action in Facebook

ENGAGEMENT

47,789
New Social "Subscribers"

384
New E-mail Subscribers

30,000+
Clicks on MSU.edu Brand Content
You are an MSU ambassador
FOSTERING HOPE.

MSUVIEW
Grad Factor
Raven Jones Stanbrough, an MSU graduate student, is helping to prepare the next generation of Spartan educators.

MSUTODAY
MSU College of Human Medicine debuts expansion in downtown Flint
Top 15 ranking continues momentum for Broad College of Business
Attitudes about knowledge and power drive Michigan's wolf debate

EVENTS
NOVEMBER 16
John Akomfrah
Broad Art Museum
10 a.m. to 5 p.m.

MSUTALK
@NewWestProd: Daughter accepted to the great @michiganstateu today. Will the legacy live on? #GoGreen #Sparta...
Graduate students are vital to MSU's world-class research enterprise. Meet some of the Spartan trailblazers who help keep MSU at the forefront of discovery.

**Up For Debate**

Raven Jones Stanbrough  
Program: teacher education, College of Education

**PLAY THIS EPISODE**
INSIDE OUT
Top 10 for international students, study abroad
MSU ranks in the top 10 for international student enrollment and study abroad participation, according to the Institute of International Education's annual Open Doors Report released Nov. 11.

Communicating via scent
Twitter clips human thoughts to a mere 140 characters. Animals' tweet posts may be equally as short, relatively.
Alumnus Doug Zorgker committed $2 million to establish the first endowed chair of computer science at MSU.

Keep the MSU pride going by checking out msutoday.msu.edu—a front-row seat for the most recent MSU headlines and the most inspiring Spartan adventures and achievements.

You are subscribed as michael.vanputten@cabs.msu.edu. To manage your subscription or change your email address, click here.
Michigan State University Spartans work to advance the common good in uncommon ways. The nation's pioneer land-grant university, MSU began as a bold experiment that democratized higher education—bringing science and innovation into everyday life. Today, MSU is a top research university in the world—one of the best in the nation—and is home to a diverse community of students and scholars, athletes and artists, scientists and creatives.

ABOUT MSU
History
Founded in 1855
Prototype for 69 land-grant institutions established by the Morrill Act of 1862
First institution of higher learning in the United States specializing in agriculture

Official name changes
February 12, 1855 - Agricultural College of the State of Michigan
March 15, 1861 - State Agricultural College
June 2, 1909 - Michigan Agricultural College
May 1, 1925 - Michigan State College of Agriculture
July 1, 1955 - Michigan State University of Agriculture
January 1, 1964 - Michigan State University

Presidents
1. Joseph R. Williams (1857-1859)
2. Lewis R. Fisk (1859-1862)
3. Theophilus C. Abbott (1862-1884)
4. Edwin Willits (1885-1889)
5. Oscar Clute (1889-1893)
6. Lewis B. Gorton (1893-1895)

Rankings and Recognitions
As Michigan State University advances knowledge and transforms lives through innovative academic programs, research, and outreach, the university is recognized internationally as a top research university and a leader in international engagement.

University-wide distinctions
Michigan State University's global standing as a top-notch research and teaching institution continues to improve in the 2014-15 World University Rankings by Times Higher Education, a London-based publication. MSU ranks 82, up one spot from last year. Times Higher Education ranks some 400 universities around the world on a host of measures related to teaching, research, and international presence.

MSU ranks in the top 100 on the Top Universities by Reputation 2014 list published by Times Higher Education. The list—which looks solely at the reputations of institutions for teaching and research—is based on responses to an invitation-only survey from nearly 17,000 academics at institutions in 144 countries worldwide.

Michigan State is among the top 100 universities in the world, according to a new set of rankings from U.S. News & World Report.
Every day, Michigan State University works to advance prosperity for the people of Michigan—making a positive impact on the state's economy in the areas of technology, agriculture, manufacturing, health care, education, energy, environment, and the arts.

MSU's talent and expertise help position Michigan as an uncompromising competitor in a global market, and we make vital contributions to the state's economy. In fiscal year 2013, MSU attracted more than $477 million in external funding. The University Research Corridor—comprising Michigan State University, the University of Michigan, and Wayne State University—has a combined $16 billion annual economic impact in Michigan.

Michigan State—particularly through AgBioResearch and Extension—plays a key role in the state's annual $91.4 billion food and agriculture system through partnerships, research, and educational programs in all 83 counties.

MSU is making a difference—everywhere—in Michigan.
MSU is committed to providing our students and families access to an affordable world-class education. And as a Spartan Advocate you strengthen our efforts by lending your voice to educate and influence policymakers and media on the importance of higher education funding.

You can influence the decisions about higher education funding made by state legislators.

JOIN NOW
About Spartan Ideas

Spartan Ideas is a collection of thoughts, ideas, and opinions independently written by members of the MSU community and curated by MSU Libraries.

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MMORPG Popularity, 1998-2013

Back in my teenage years, I was absolutely addicted to MMORPGs. As soon as I got home from school, I was plugged into whatever virtual world I was currently best on conquering with my comrades-in-arms. Suffice to say that when I ran across a data set of MMORPG subscriptions over time, I was quite keen ...

More →

@ November 11, 2014
A. Randy Olson

Wandering physicists

People have been worried about the decline in honeybees over the past few years, and one factor that has not helped their situation has been their sometimes-constant exposure to pesticides. Pesticides are sprayed by gardeners on their flowers, by farmers on their flowering crops, and beekeepers use certain pesticides in beehives to keep harmful mites ...

More →

@ November 9, 2014
A. Lisa Stelzner

Some thoughts on Journal Impact Factor

A colleague just e-mailed me to ask me how I felt about journal impact factor being such a big part of the Academic Ranking of World Universities - they say that 20% of the ranking weight comes from # of papers published in Nature and Science. So what do I think? On evaluations I'm really ...

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@ November 11, 2014
A. C. Titus Brown

Pollen diet helps honeybees fend off pesticides

This episode of Spencer Writes in the Library took place Tuesday, October 22nd around 1:50pm. The Spot Where am I working today? Today, I'm in the basement, just barely within the east wing. What's a perk of this spot? It's public, but not too public. There's a fair amount of space here, so I don't ...

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@ November 10, 2014
A. Spencer Greenough

Spencer writes in the library, part 17: Missed call, missed opportunity?

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@ November 10, 2014
A. Lisa Stelzner

Bats jam each other in echolocation battles for food

Most bats use echolocation to find food by bouncing the sounds they make off of any objects nearby to detect where flying prey may be located. This is a very effective technique for them because they are nocturnal and hunt at night, when they would not be able to see most or any of the ...

More →

@ November 10, 2014
A. Lisa Stelzner

On quantum measurement (Part 5: Quantum Venn diagrams)

The Movement

Last week I watched an old BBC documentary about Jacques-Louis David's famous painting "The Death of Marat." (Since this puts us in late 18th century France, it will help if you silently pronounce David as Dah-VEED and Marat as Mah-RAH throughout the rest of this blog.) Simon Schama was prattling on about how Marat was ...

More →

@ November 9, 2014
A. Paul Thompson

Japan's Folly

Japan's economy has been in the doldrums for years. So what are they doing? Their central...

More →

@ November 9, 2014
A. Paul Thompson

Quantum Venn diagrams

Here's what you missed, in case you have stumbled into this series midway. As you are want to do, of course. Part 1 had me reminiscing about how I got interested in the quantum measurement problem, even though my PhD was in theoretical nuclear physics.

spartanideas.msu.edu
MSU Guidelines for Social Media

Introduction
The Michigan State University (MSU) Guidelines for Social Media apply to Michigan State University faculty, staff, and student employees and interns who create or contribute to blogs, social networking, virtual worlds, or any other kind of social media as part of their institutional responsibilities. Social media is a great way to tell the MSU story and promoting university news and the work of faculty, staff, and students is encouraged. Rather than presenting a strict policy, Michigan State University is providing guidelines that are designed to frame acceptable and encouraged uses by members of the MSU community in social media spaces.

The online space in which you engage when using social media tools are visible to all. The public may perceive you as representing MSU—to them, you are the university. You may encounter unanticipated circumstances when you are sharing online about the university or yourself. Public response to you and what you choose to share online will vary. In order to be a positive steward of MSU, it will be helpful for you to understand social media and what it means to engage online, as well as what risks to anticipate and how to triage problems. Awareness and deliberate professionalism will enable you to participate online in a responsible, relevant way that protects the university’s reputation.

Note: These guidelines do not supersede any existing MSU policy.

Social media and what it means to affiliate with MSU online

What is social media?
Defined broadly, social media encompasses communications and experiences that are:
- Distributed electronically by organizations and individuals
- Consumed on desktop and mobile devices
- Shared electronically and in print by diverse individuals
- Discussed by an engaged population

Today, social media is commonly encountered in the context of online software applications like Facebook, Twitter, LinkedIn, YouTube, and Flickr where text, media, links, and opinions are shared, discussed, and redistributed.

How do members of the MSU community engage online?
What it means to engage online is no different than what it means to engage offline.

When communicating MSU-related messages in a work capacity, you should interact with others in ways that reflect MSU’s core values—quality, inclusiveness, and connectivity, interactions should protect and enhance the university’s reputation and reflect the university brand—a commitment to hardworking excellence, springing from a values-driven approach to all MSU contractors or volunteers.
What’s Next?