

Illinois Community College Board

**ILLINOIS COMMUNITY COLLEGE MARKETING COLLABORATIVE
STATEWIDE MARKETING CAMPAIGN**

In late 2019, the Illinois Council of Community College Presidents established the Illinois Community College Marketing Collaborative to create and manage a comprehensive, statewide community college branding initiative. The Collaborative is supported by an annual dues structure and membership is open to all of the community colleges across the state:

Towards the development of this effort, the focus is to:

- Identify the core statewide community college brand to maximize awareness and understanding of community colleges among key/target constituencies throughout the state.
- Coordinate a statewide branding initiative among the state's community colleges.
- Design appropriate messaging and cost-effective public relations strategies to support the statewide community college branding process.

Ensure strategies and channels reach all communities in Illinois.

- Integrate creative digital and social media content and campaigns, and consider additional communication tools.

A presentation will be given during the Board meeting on the Collaborative's statewide branding campaign.



Illinois Community College Marketing Collaborative (ICCMC)

Statewide Branding Initiative Update
March 2021



Illinois Community College Marketing Collaborative (ICCMC) Statewide Branding Initiative – Focus

Create and manage a comprehensive, statewide community college branding initiative that includes:

- A clear, identifiable brand identity and its benefits to key stakeholders
- Key message and positioning statements that have statewide relevance
- Visual identity elements that span across all markets
- A cost-effective public relations and marketing strategy for use and reach across all communities in Illinois
- Integration with visual creative, as well as social media and other digital platforms



Statewide Branding Initiative

Overarching Goal

To maximize awareness and understanding of community colleges among key/target constituencies throughout the state, with the ultimate goal of driving enrollment and enhancing reputation.



Statewide Branding Initiative

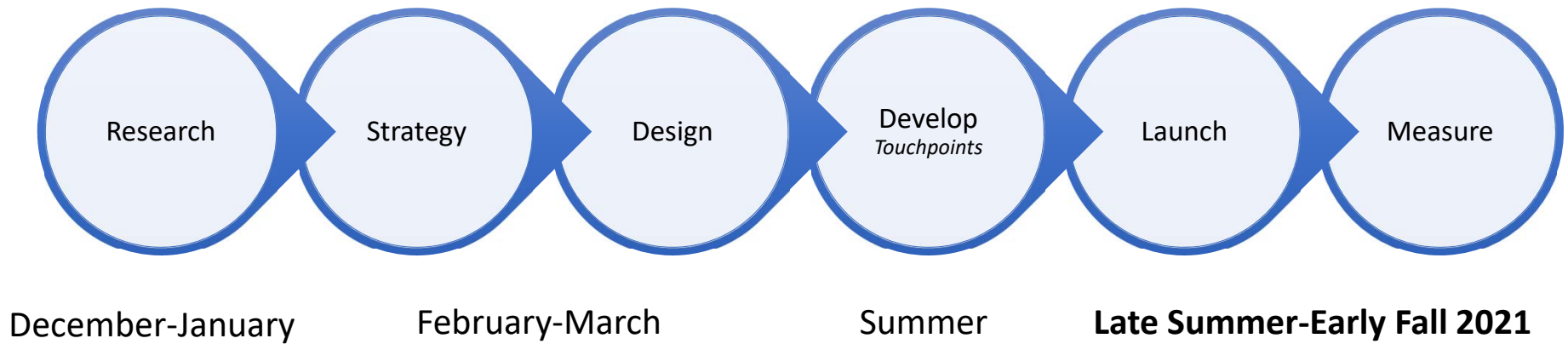
Target Audiences

- Primary:
 - Prospective Students
 - Prospective Student Influencers: parents, spouses, clergy, current employers, etc.
- Secondary:
 - Students
 - Alumni
 - Faculty
 - Staff
 - Local businesses
 - Community members
 - Legislators

Brand Consultant Selection Timeline

- September 17, 2020 – Issued RFP that included four critical phases of development
 - Phase 1: Comprehensive Brand Study
 - Phase 2: Strategy Development, Visual Identity, and Messaging
 - Phase 3: Brand Implementation Plan
 - Phase 4: Campaign Elements and Execution with Key Metrics
- October 2 – Deadline for submission; four proposals received
- October 16 and 20 – Interviews conducted of candidates
- October 20 – Final candidate recommendation
- Lipman Hearne (Chicago) selected

Brand Strategy Framework and Timeline





Phase 1

Research – Comprehensive Brand Study

- Discussion Groups with Key Stakeholder Representatives (January)

- Leadership**

- 20 participants (presidents, trustee)

- Faculty**

- 21 participants

- Alumni**

- 10 participants

- Current Students**

- 8 participants


- Online Survey Deployed to Larger Audience



Phase 1

Research – Comprehensive Brand Study Results


- Overall Themes That Emerged – “Big Ideas”
 - Readiness—for every stage of adult life
 - Resiliency
 - Innovation
 - Openness
 - Ambitious on behalf of each community
- Brand Must Work to Reverse These Misperceptions
 - Remedial and/or “last chance” education
 - Not a “real” college experience (“just” community college)
 - Inexpensiveness can connote “basic,” under-resourced, or only for certain audiences
 - Unstructured to a fault, with problematic completion rates
 - 4-year college degrees are superior to AA degrees, technical training, etc.



Phase 2 – In Progress

Strategy Development, Messaging, Visual Identity

- Refining Key Concepts (February)
 - We define success student by student and community by community.
 - Affordable paths to successful futures.
 - We build local leaders.
 - Our institutional flexibility and nimbleness ensure broad access and build community-wide resilience.
 - We're local conveners and catalysts—dedicated and accountable to our communities.
 - We feel like home and open up the world.



Phase 2 – In Progress

Strategy Development, Messaging, Visual Identity

- Approach to Messaging and Identity
 - This Is a “Movement” – A powerful way of simultaneously conveying the collective importance of Illinois community colleges and each of the colleges’ commitment to the success of their individual students.
 - Tone – Pride, belonging, reach, relevance, innovation, quality (without saying “quality”).
 - Usage – Identity will need to work in tandem with 30+ different institutional logos/identities.



Next Steps

- Complete Phase 2
 - Finalize positioning and message statements (mid-March)
 - Develop visual identity that aligns with messaging
 - Share final few concepts with full ICCMC and ICCP for final input
- Begin work on brand components and touchpoints for rollout

ICCMC Executive Committee

Regional Reps

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Dr. Kayte Hamel, Kishwaukee College (NW)

Secretary

Christina Haggerty, McHenry County College (NC)

Tim Bill, Heartland Community College (EC)

Derrell Carter, Triton College (NE)

Brittany Grimes, Carl Sandburg College (WC)

Dr. Steve O'Keefe, John A. Logan College (S)

ICCCP

Dr. Laurie Borowicz, President-Kishwaukee College

Dr. Josh Bullock, President-Lake Land College

Steve Brown, ICCCP Consultant

ICCB

Matt Berry, Chief of Staff

ICCTA

Jim Reed, Executive Director

Kim Villanueva, Director of Communications