What is Brand?

SUNY Oswego’s brand is what students, parents, alumni, academic peers, partners, communities, and corporations think, feel, and respond to when they hear the words or see the symbols for Oswego.
Institutional Recognition and Identity
Branding Exploration

• Objectives:
  • Explore **Institutional Recognition & Identity** (one of several Strategic Plan focus areas for 2020 and beyond)
  • Determine who are we? What defines us? What makes us unique?
  • Create a precise, differentiated, defined brand story for SUNY Oswego – Brand pillars, Brand positioning statement, Brand promise, Brand identity.
Branding Advisory Group

Students

- **Ruben Santana '20**
  Public Relations major (Brooklyn, NY)

- **Maggie Gaynor '19**
  Public Relations (Liverpool, NY)

- **Elianna Sanchez '20**
  Wellness Management (Queens, NY)

- **Ankur Yadav '20**
  Public Relations (Delhi, India)

- **Vacant**
  Graduate Student

Alumni

- **Saleem Cheeks '01**

- **Donna Goldsmith '82**

Faculty

- **Stathis Kefallonitis**
  Assoc. Professor, Marketing

- **Lindsay McCluskey**
  Asst. Professor, Communication Studies

- **Preety Tripathi**, Professor, Mathematics

- **Pat Russo ’72**
  Professor, Curriculum and Instruction, Education

Staff

- **Kristi Eck**, Office of the President

- **Jerry Oberst ’77**, Senior Associate Director, Admissions

- **Margaret Spillett**, Director of Alumni and Development Communications

- **Melissa DiGiovanna ’17**, Graphic Designer, Design and Print Services (Publications)
Who are we?

How do we define our institution?

Is our messaging consistent?
TOMORROW
Greater Impact and Success

OSWEGO
STATE UNIVERSITY OF NEW YORK

2014 STRATEGIC PLAN
We did it!

Oswego Sets Guinness World Record in RowCation 3

Reunion 2017 Recap

Zoology Program Reaches New Heights

Black Student Union Celebrates 50 Years

Alumni Association of the State University of New York at Oswego
The Path Forward

A campaign to increase scholarship support
#BuildAStrongerSUNY
Fund 5 Year Capital Plan of $850M over 5 years.
Mitigate impact on campuses of mandatory UUP raises.
Continue support for 2017-18 Maintenance of Effort Plan.
Continue support for Predicable Tuition Plan.

SUNY Oswego was the only public college in New York State to earn U.S. News & World Report’s top 100 online education and business programs for 2017, 2018, and 2019. SUNY Oswego is a SUNY Model Program, including offerings in winter and summer, enabling accelerated degree completion.

A Culture of Equity and Inclusion (Fall 2018 Figures)

- 48% of the college’s first-time, full-time students are students of color.

A Branch Campus that expands access and opportunities

Convenient location in downtown Syracuse since 2006; branch campus designation in 2015. Undergraduate completion program is public justice, human development, and business.

Graduate degrees are available in Business Administration (MBA), Childhood Education (MEd), and Mental Health Counseling (MS).

Professional development programming for businesses and non-profits.

Notable Achievements Spring 2019 Edition

A Commitment to Student, Faculty and Staff Research (2007-2018 Trends)

More than $5.8 million in federal, state and private support for research and innovative programs. More than $1 million in campus support for teaching, undergraduate research, research development and student travel to conferences.

A Leader for Sustainability

Founding member of the American College and University Presidents’ Climate Commitment.

The 2018-2020 college-wide Grand Challenges Project: Fresh Water for All is fostering in courses across the curriculum and representing leadership and speakers across disciplines. The Project also includes a volunteer Lake Ontario cleanup effort.

American Association of State Colleges and Universities 2017 Innovative Project Award in Sustainability and Sustainable Development.

High Achieving Alumni

Ethan Ahs-Jabor ’13, Kan十佳 ’13, and Asia McCreary ’15 award-winning authors; Christiane Becherer ’91, global editor-in-chief and executive editor of Forbes, and winner of Forbes’s inaugural Best of the Best Award; and Amy B. Nowicki ’90, winner of the 2017 BusEcon Award for excellence in the field of international business.

Millions infused into New York State

Over the past five years of campus renewal, SUNY Oswego’s capital plan projects exceeded $65 million. Over the past two years alone, these capital plan projects have infused $20 million into the New York State economy.

Thousands of hours invested in applied learning

3,071 undergraduate students and 767 graduate students participated in internships, co-ops, student teaching, service learning, civic engagement and more.

A Growing Endowment

Oswego’s endowment continues to grow to record heights, and exceeded $40 million in late September 2018, and beat the industry average rate of return for 12 years straight and 14 of the past 15 years in 2018.

An Enriched Community

Nearly 10,000 students have participated in 50 athletic and 200 plus performance clubs by the student body. Over 10,000 community and arts events have been hosted by 18,000 people on and off campus.

5,504 community members were welcomed on our campus for free and low-cost extracurricular athletic and cultural events. 27,981 students enrolled in Community Programs at $42 during Fall 2018 Thanksgiving, winter and spring breaks.

Largest Public Employer in Oswego County

1,255 Full-time employees
604 Part-time employees
1,537 Student employees
5,936 Total employees

46% of employees live in Oswego County. "SUNY Oswego: Creating opportunities for our employees as we build a better future for our region."

All new construction and renovations are green buildings.
Current LEED Gold certified projects include: the Shimerian Center for Science, Entrepreneurship, and Innovation, the Village Townhouses, and Eagle Creek Field Station.
Phases of the Initiative

• **Phase 1: Discover** -- Market research and review; collect baseline and emotional data, perceptions; host workshops and conduct interviews with key stakeholders. “Comment period” ends Dec. 31, 2019.

• **Phase 2: Define** – Complete an existing conditions report (summarizing all input collected in Discovery phase) to share this spring. Report will include recommendations on brand elements (the essence of Oswego), defining attributes, and brand pillars.

• **Phase 3: Develop** -- Create brand-positioning statement, brand promise and brand guidelines; implement master creative strategy and integrated messaging approach.
Institutional Recognition and Identity

• SUNY Oswego? Oswego State?

• Describe Oswego in a single word or phrase.

• What is Oswego's most identifiable trait?

• What is success? What does success at Oswego look like?

• What is Oswego’s greatest strength? Weakness?

• Who is our primary audience? Today? 5 years from now?

• Who are our competitors? Do they offer, possess something we do not have?

• What is our most exciting opportunity/most pressing challenge ahead?
Upcoming Workshops

**FACULTY Workshop**
Thursday, Nov. 21
3:30 pm
Penfield Library 215
(Speakers’ Corner classroom)

**STAFF Workshop**
Friday, Nov. 22
9 am
114 Marano Campus Center
(MCC 114)
Your College...Your Brand
Branding Exploration Initiative

www.oswego.edu/brand

Or send comments via email to wayne.westervelt@oswego.edu.
We need to unite under one BRAND FLAG!
Stony Brook University unites an imaginative community in the relentless pursuit of tomorrow's big ideas.

READ OUR BRAND PROMISE
WHO WILL? [Image of a person thinking]

SPARTANS WILL.
Advertising and Marketing

The Marketing and Communications Office is responsible for image and marketing, media and public relations, official web pages, select publications, and internal communication.

The office creates communication products such as recruitment and informational brochures; websites; and radio, television, print, and web advertising.

Buffalo State’s Brand Strategy

Buffalo State developed a brand promise statement, supporting key attributes, and a marketing communication plan based upon internal and external quantitative and qualitative research. The brand strategy is fully supported by the CIO and Vice President for Enrollment, Marketing and Communication and the President’s Cabinet. For full
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Buffalo State’s Brand Promise Statement

Buffalo State delivers a broad array of high-quality and distinctive academic programs infused with diversity, creativity, and hands-on learning opportunities for hardworking students who seek a personalized and affordable education that engages their minds and advances their careers.

Buffalo State Brand Attributes

- A broad array of high-quality and distinctive academic programs
- A diverse and creative environment
- Hands-on learning opportunities that empower students to turn ideas into action
- A smart educational investment
- Located in the heart of Buffalo’s cultural corridor

Example: Description of Buffalo State (using brand attributes)

Buffalo State, the largest comprehensive college in the State University of New York system, offers small-college learning environments coupled with large university opportunities. Nearly 10,000 students choose Buffalo State each year for its broad array of high-quality academic programs, diverse and creative environment, hands-on learning opportunities, affordable SUNY tuition, NCAA Division III athletics, and prime location in the heart of Buffalo’s cultural corridor.

Brand Creative Theme: Believe. Inspire. Achieve.

These three simple words capture the progression of each student’s journey at the college—starting with belief in one’s potential, continuing with inspiration from our diverse and creative campus’s faculty and staff, and culminating with the achievement of a life-changing degree... and beyond as a Buffalo State alumnus.

Campus faculty, staff, students, and alumni can spread the word! Adding our new creative theme to your events,
House of Brands VS. Branded House