



Your ability to help us maintain focus and guide us toward our next steps was essential. We have come a long way in understanding our institution, the branding process and our identity. The effort has been hugely successful.

— KIM THOMPSON, DIRECTOR OF PUBLIC INFORMATION, MINOT STATE UNIVERSITY

MINOT STATE UNIVERSITY

BRAND POSITIONING AND STUDENT RECRUITMENT

THE CHALLENGE

Minot State University faced an identity crisis. Though blessed with modern facilities, a dynamic faculty, and small class sizes, this North Dakota school was dogged by outdated perceptions of the place as a teacher's college or a glorified junior college. The school's marketing lacked focus and enrollment was shrinking.

THE SOLUTION

We conducted research with internal and external audiences, completed a communications audit, and evaluated competitors' marketing to shape the brand position and marketing strategy.

The new tagline "Be Seen. Be Heard." boldly declares that students at Minot State will get individual attention and leave prepared to make a difference in the world. The revamped website and student recruitment materials present the school's compelling story through the eyes of current students. Graphic standards help staff maintain the consistency and integrity of the new brand.

Our recommendations on customizing the communications flow, and an innovative approach to printing and paper, saved the school over \$20,000.

THE RESULTS

Minot State University is starting to be seen and be heard. Despite the regional drop in high school graduates, applications are up. Awareness and recognition of the school has improved dramatically with the increased visibility. And perhaps most importantly, the effort has gained the enthusiastic support of faculty and staff, as they deliver on the brand promise every day.