

Winston-Salem State University

Undergrad Brand Refresh

WSSU UG Brand Refresh | Progress

- **IMC:** Brainstorm | Persona Exercise | Meetings
- **Admissions Staff:** Focus Group | Persona Exercise
- **68 FYE Students:** Focus Groups
- **Other Students:** Focus Group
- **Institutional Data:** CIRP
- **National Data:** RNL
- **575 IE'd Students:** Survey Monkey



WSSU UG Brand Refresh | Results

- Primary Persona: Traditional First Year Freshman (1st Sheet)
 - Get to know this person.
 - Next will be Low-Income/Rural, Transfers, and Parents.
- Messaging: Top Decision Factors w/WSSU Differentiators (2nd Sheet)
 - Incorporate thoughts into marketing/communication pieces
- Survey Monkey
 - Texted Respondents
 - Preview as phone
 - Analyze Results

WSSU UG Brand Refresh | Theme Text

- Become You

- <https://youtu.be/ePwlc-A9RGg>

- Be The Next

- <https://youtu.be/UXnGDiNXdeM>
- <https://www.uel.ac.uk/clearing>

WSSU UG Brand Refresh | Visuals

- Bubble

Become You



Be The Next



- Outline



- Puzzle



WSSU UG Brand Refresh | Chosen



WSSU UG Brand Refresh | Next Steps

- Next Steps | Implementation (Back Side)
 - Scope: See Persona | Behavior in the College Search Process: includes everything we create for recruitment through Ramdition
 - Current Requests: Incorporate messaging, theme text, visuals
 - AP Trickle Messaging
 - Emails
 - Recruitment/Campus Tour Video
 - Pull Up Banners
 - Holistic Approach: See list... Priorities & Budget?
 - Printed Materials
 - Digital Content (web, social)
 - Other (scripts, texts. etc.)
 - Internal Communication (faculty/staff/students/champions/alumni)