



Why We Need Branding – and You

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December 2022

Brand vs. Branding





Brand

Intangible

What we...

Think

Feel

Experience

From Brand...

Purpose

Mission

Distinction

Branding

Tangible

What we...

See

Hear

Touch

From Branding...

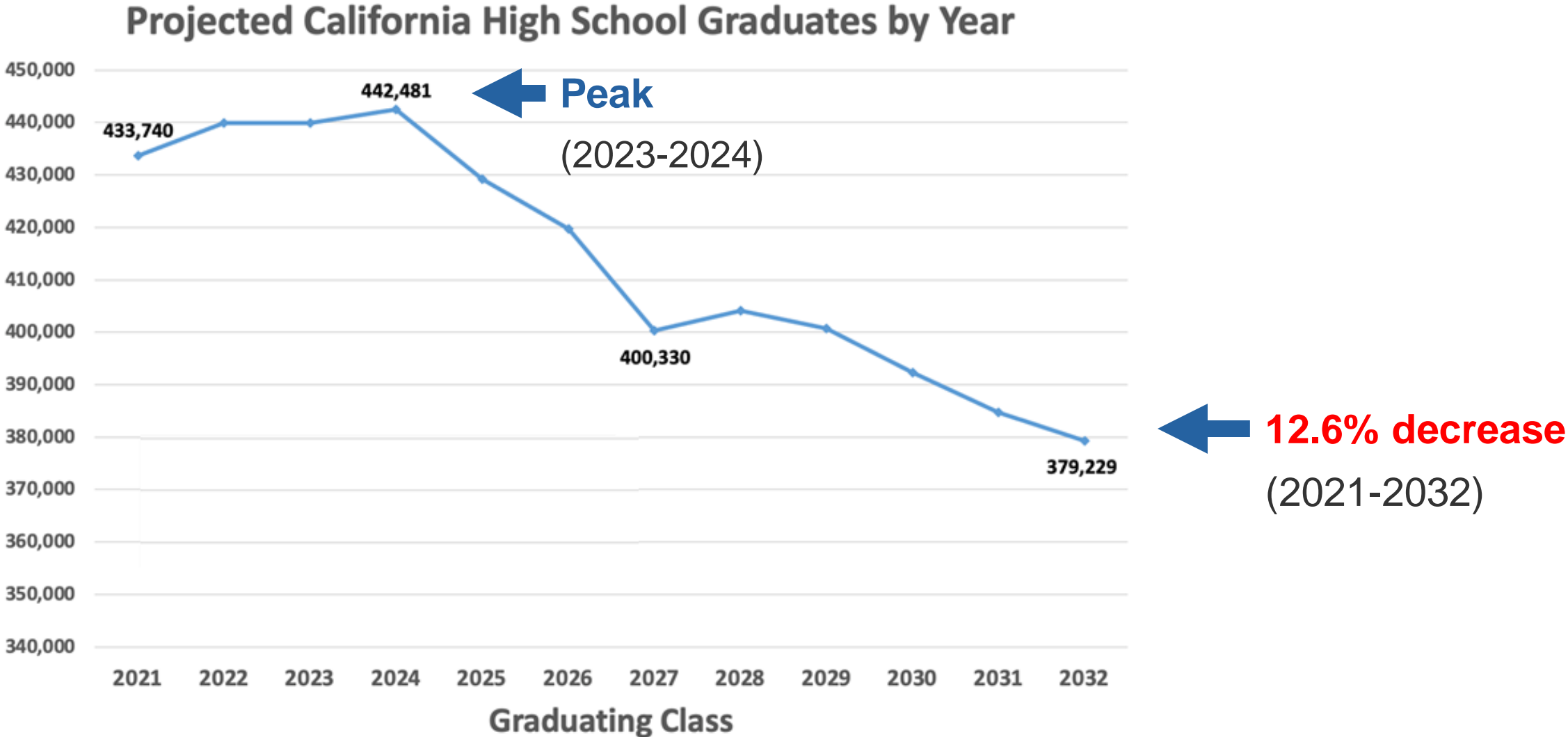
Logos

Colors

Music

Why Higher Ed Needs Branding — Now

CA High School Graduates Projected to Decline



Source: California Department of Finance
<https://dof.ca.gov/forecasting/demographics/public-k-12-graded-enrollment/>

10.07.2022
Newsweek.



**IS
GENERATION
COVID
SCREWED?**

**TEENS COMING OF AGE DURING THE PANDEMIC ARE SHUNNING COLLEGE
IN RECORD NUMBERS. MANY AREN'T WORKING EITHER.**

**THE FUTURE
LOOKS ROUGH**



How the Competition is Branding

CAL POLY HUMBOLDT

A woman with long brown hair in a ponytail, wearing a black wetsuit and a black face mask, stands on a beach. She is holding a long wooden pole with a large, white fishing net draped over it. The net has several orange floats attached to it. The background shows a calm ocean and a rocky coastline under a clear sky. The image is split into two main sections by a diagonal line: the top-left section shows a close-up of the rocky coastline, and the bottom-right section shows the woman and the net.

The future can't be rushed.

It must
be found.





ASU in California



[Our CA Portfolio](#) ▾

[Education Opportunities](#) ▾

[Attend ASU](#) ▾

[Events](#) ▾

[About](#) ▾

ASU in California

Inclusive access to lifelong learning





THE POLY POST

BRONCO GUIDE

2022

CPP FASHION

How Broncos use the campus as their runway

MAKING CENTS

4 ways to cash in on financial aid

RISE AND SHINE

The best breakfasts in town



Gain Units for Less!

Transferable GE Classes
Are Just \$46 a Unit
At Mt. SAC


MT. SAC!
Mt. San Antonio College

www.mtsac.edu/schedule





The Competition is Vying for...

Students



Talent Dollars



RIVERSIDE



Our Brand



CalPoly Pomona Brand Strategy

06.15.22

tomorrow

Only Cal Poly Pomona is...

- ... the #1 polytechnic in the nation for diversity and social mobility.
- ... where agricultural heritage meets economic growth and urban vitality.
- ... where a culture of care supports varied paths to student success.
- ... where careers begin, mentorship thrives, and future leaders learn to lead.
- ... where Broncos are born.



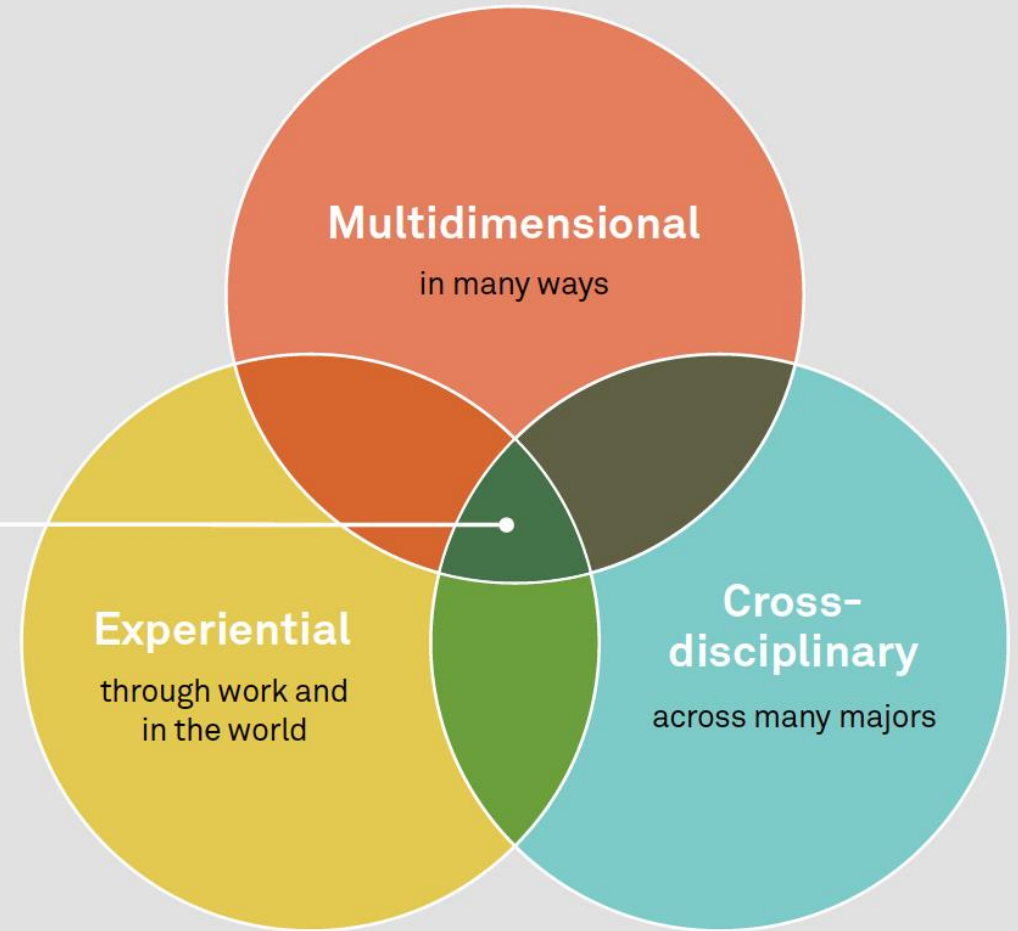
The Cal Poly Pomona Polytechnic Experience



Cal Poly Pomona students learn in many ways, across many majors, through work and in the world.

The Cal Poly Pomona Polytechnic Experience

- Learn how to learn.
- Learn by doing.
- Learn from diverse sources.



**Our reason for being,
what we believe, and
what we promise as
a brand**

Purpose

WHY WE EXIST – OUR REASON FOR BEING

To help anyone who
dreams of success
achieve it



Brand beliefs

OUR CORE BELIEFS AS A BRAND

Higher education belongs to everyone.

Any person, of any background, at any stage of life can be a student.

Challenge and failure enrich learning.

Testing boundaries and pushing limits teaches people what they're capable of.

Diversity strengthens community.

All who come to CPP bring value and contribute rich experience.

There are many paths to greatness.

Success looks different for different people; there's no one way to get there.



Who we are and how we show up

Archetype

OUR BRAND PERSONA, CHARACTER, ROLE

The Mentor Advisor | Guide | Counselor | Consultant

A mentor is an experienced, trusted and wise person who imparts advice, usually to a younger person. As a fictional archetype, a mentor usually serves to provide guidance to the protagonist and has a key role in shaping their character development and self-realization.

The mentor's role is often symbolic; they can act as part of the hero's journey and what that person wants to become. The mentor guides the protagonist and, while at some point the protagonist has to figure out the rest on their own, the lessons learned from the mentor will carry them through life.*

*summarized from apollopad



All together

EXISTING CPP BRAND ELEMENTS

Mission We cultivate success through a diverse culture of experiential learning, discovery, and innovation.

Vision Cal Poly Pomona will be the model for an inclusive polytechnic university that inspires creativity and innovation, embraces local and global challenges, and transforms lives.

Values Academic excellence
Experiential learning
Student learning and success
Inclusivity
Community engagement
Social and environmental responsibility

NEW CPP BRAND ELEMENTS

Purpose To help anyone who dreams of success achieve it

Beliefs Higher education belongs to everyone.
Challenge and failure enrich learning.
Diversity strengthens community.
There are many paths to greatness.

Promise Learn to thrive – at college, at work, and in the world.

Archetype **The Mentor**
Advisor, Guide, Counselor, Consultant

Personality **We are:**
Optimistic, Compassionate, Inclusive,
Resilient, Real

Cal Poly Pomona

Audience Personas

07.07.22

tomorrow + CalPolyPomona

CPP'S FACULTY, STAFF, AND ALUMNI-DONOR PERSONAS

FUTURE AND INCLUSIVITY FOCUSED

I love working at CPP because the polytechnic experience prepares students with the technical and soft skills they need for an ever evolving future. Students from all walks of life succeed here because my colleagues and I are committed to creating conditions that help them thrive.

– Janet



FACULTY

DEDICATED TO SERVICE AND GROWTH

Many students greatly appreciate a supportive person who can help them navigate the college experience. I'm passionate about assisting students throughout their journey and making them feel less alone. Being able to support students in their growth is very fulfilling and I equally want to achieve new goals in my career.

– Juan



STAFF

GIVING MANY DIFFERENT GIFTS

CPP supported me when I was in school and I'm excited to return the favor to current students. I love that CPP stayed connected with me over the years and offered me more ways to engage than just financial. I've developed personal connections with students by sharing my story and it's been rewarding for me and them.

– Alexis



ALUMNI-DONOR

Cal Poly Pomona Messaging Matrix

07.07.22




tomorrow + CalPolyPomona



Persona copy, cont.

These messages address the needs and concerns of CPP faculty, staff and alumni-donor personas.

You can use these verbatim as pieces of copy to inject into your own communications or as inspiration for your own messages.

NAME	PERSONA	TOP OF MIND	COPY
FACULTY 	Future and inclusivity focused	Committed to helping students from all walks of life succeed and thrive	As part of the #1 polytechnic university in the nation for diversity and social mobility, you're making a difference every day, and we appreciate your efforts and commitment. Students feel the impact of your teaching and research and wouldn't be able to succeed without it.
STAFF 	Dedicated to service and growth	Passionate about growth and success – both students' and their own	At CPP, our culture of care supports varied paths to student success. And while you're helping them achieve their dreams, we're here to help you achieve yours.
ALUMNI-DONOR 	Giving many different gifts	Keeping the cycle of support and connection going	At CPP, Broncos are born, careers begin and lives are changed. Students count on Broncos like you for mentorship, encouragement and financial support, just as you relied on those who came before you.

CalPoly
Pomona

JOIN
OUR
BRONCO
FAMILY



Cal Poly Pomona is the **No. 1 polytechnic university in the nation for diversity and economic mobility.** Our caring and inclusive campus community is committed to helping anyone who dreams of success achieve it. At CPP, you can explore different career paths, apply your knowledge to real-world situations and gain the experience you need to succeed and stand out in your field from day one.

About Cal Poly Pomona



I am
supported
enlightened
adventurous

I am
First
Generation

I AM 
FIRST

cpp.edu/iamfirst



I am
Jason
Zhang

Lecturer, The Collins College
of Hospitality Management
Class of '10

[@iamfirstcpp](https://twitter.com/iamfirstcpp)

I am
empowered
a trailblazer
the first but
not the last

I am
First
Generation

I AM 
FIRST

cpp.edu/iamfirst



I am
Dr. Cecilia
Santiago-
González

Assistant Vice President,
Strategic Initiatives for
Student Success

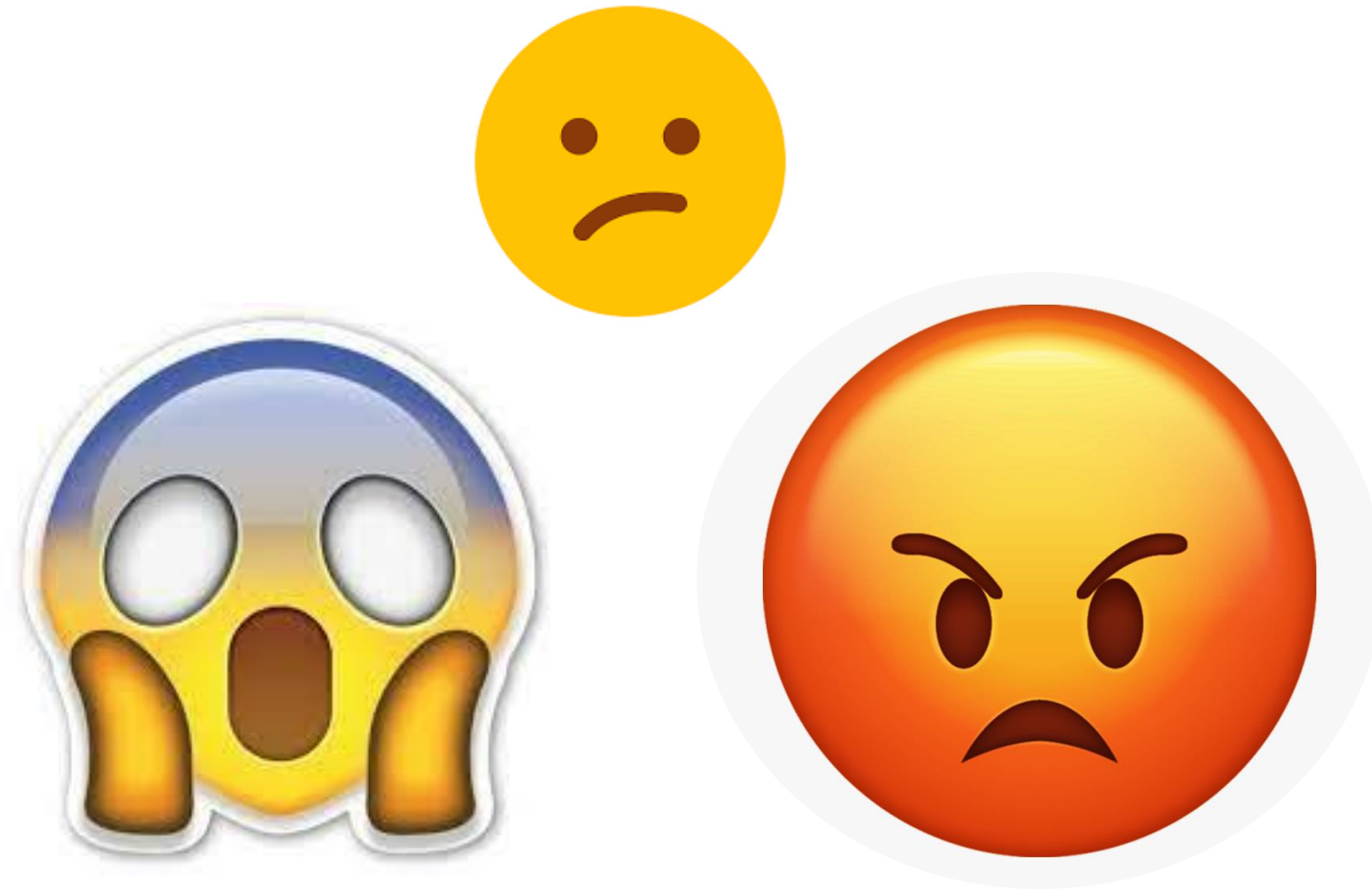
[@iamfirstcpp](https://twitter.com/iamfirstcpp)

Our Branding

Our Brand



Our Branding





CalPolyPomona









ORACLE

Account	Product	Quantity	Unit Price	Total Price
1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000
1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000
1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000
1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000

KENNETH PARTNER
General Manager
of IT Services

Account	Product	Quantity	Unit Price	Total Price
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1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000
1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000
1000000000000000	1000000000000000	1000000000000000	1000000000000000	1000000000000000

Account	Product	Quantity	Unit Price	Total Price
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CalPolyPomona



**CAL POLY POMONA
BRONCOS**



CAL POLY POMONA
Collins College of
Hospitality
Management

A





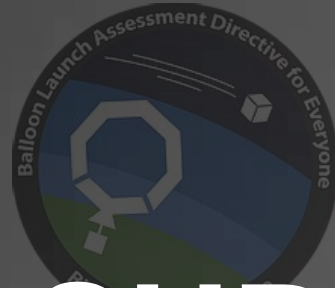
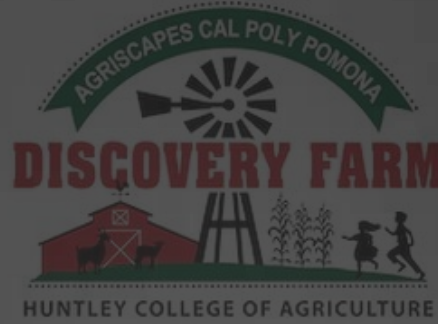
CalPolyPomona

NEW LOGO FAMILY =

REBRANDING



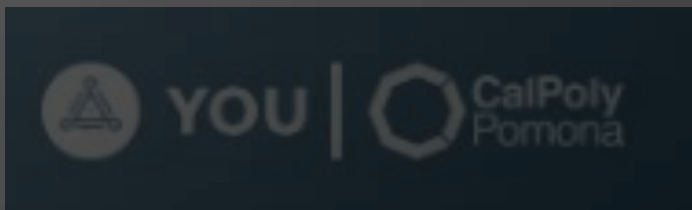
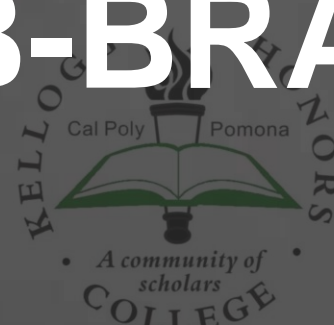
**CAL POLY POMONA
BRONCOS**



READY. SET. ENROLL.
2020 BENEFITS
OPEN ENROLLMENT
September 21 - October 16



BUILD SUB-BRAND SYSTEM



Branding & Advertising Campaign

Not enough people know us
 ~3 of 4 prospective students don't (unaided awareness)

When you think of higher education institutions located in the greater Los Angeles area, which come to mind? Please list up to five.

	All (n=534)	Prospective Students (n=267)
UCLA	75%	78%
USC	58%	57%
CPP	19%	24%
CSULA	18%	24%
UCI	13%	12%
CSULB	10%	10%
Cal Tech	9%	10%
CSUF	8%	6%
CSUN	8%	7%



ASU in California



[Our CA Portfolio](#) ▾

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ASU in California

Inclusive access to lifelong learning



I CAN CREATE MY FUTURE

California community colleges can help you achieve your goals and become the hero of your story. You can do great things with a college education.

[Enroll Now](#) ↗



What and When

2022

**Stakeholder
Engagement**
Brand Strategy
Audience Personas
Messaging Matrix
**Brand Ambassador
Training**

2023

**Develop
Logos/Branding**
**Stakeholder
Engagement**
Logo Voting
Sub-Brand System
**Creative and
Campaign
Development**
**Brand Ambassador
Training and Tools**

2024

**Stakeholder
Preview**
**Branding &
Advertising
Campaign Launch**
**Branding
Transition**
**Ongoing
Advertising**

What's in It for You

U.S. News Ranks Cal Poly Pomona No. 2 Top Public School in West

POSTED ON SEPTEMBER 12, 2022



Your Role

Your Role

1. Be the best possible brand ambassador

- Use the brand tools
- Use “Cal Poly Pomona”, then “CPP” – never “Cal Poly”

2. Get engaged

Discussion Questions

- 1. What do you think?**
- 2. Any advice to help ensure success?**

Thank You!