

Launching A New UK Brand



UNIVERSITY OF KENTUCKY

Why are we doing this?

The Top 20 Business Plan

- Key Factor
 - Enrollment Growth: 7,000 undergraduate and graduate students by 2020
- Key Challenges
 - Student pool of eligible students in Kentucky is decreasing
 - Increasing need to attract outstanding out of state students as well
- An Initiative by President Todd
 - To gauge UK's place in the marketplace – both inside Kentucky and in key out-of-state markets.
 - To examine and evaluate financial aid, scholarship and admissions processes.



Outside Looking In: STAMATS

- Last summer, the University contracted with STAMATS, the nation's oldest higher education consultancy, to conduct survey research to gauge UK in the marketplace and evaluate admissions' processes



UNIVERSITY OF KENTUCKY

What makes a university appealing to prospective students?

- National research as well as research conducted for UK indicate the most important factors are:
 - Strong program in my area of interest
 - Academic reputation of the school
 - Graduates get good jobs/get into good grad schools
- The majority of prospects are seeking a public education
- No matter the respondent's location, in or out of state, they prefer to attend within a 4-hour car ride of their home. This is consistent with national data.



UNIVERSITY OF KENTUCKY

Appeal of School and City

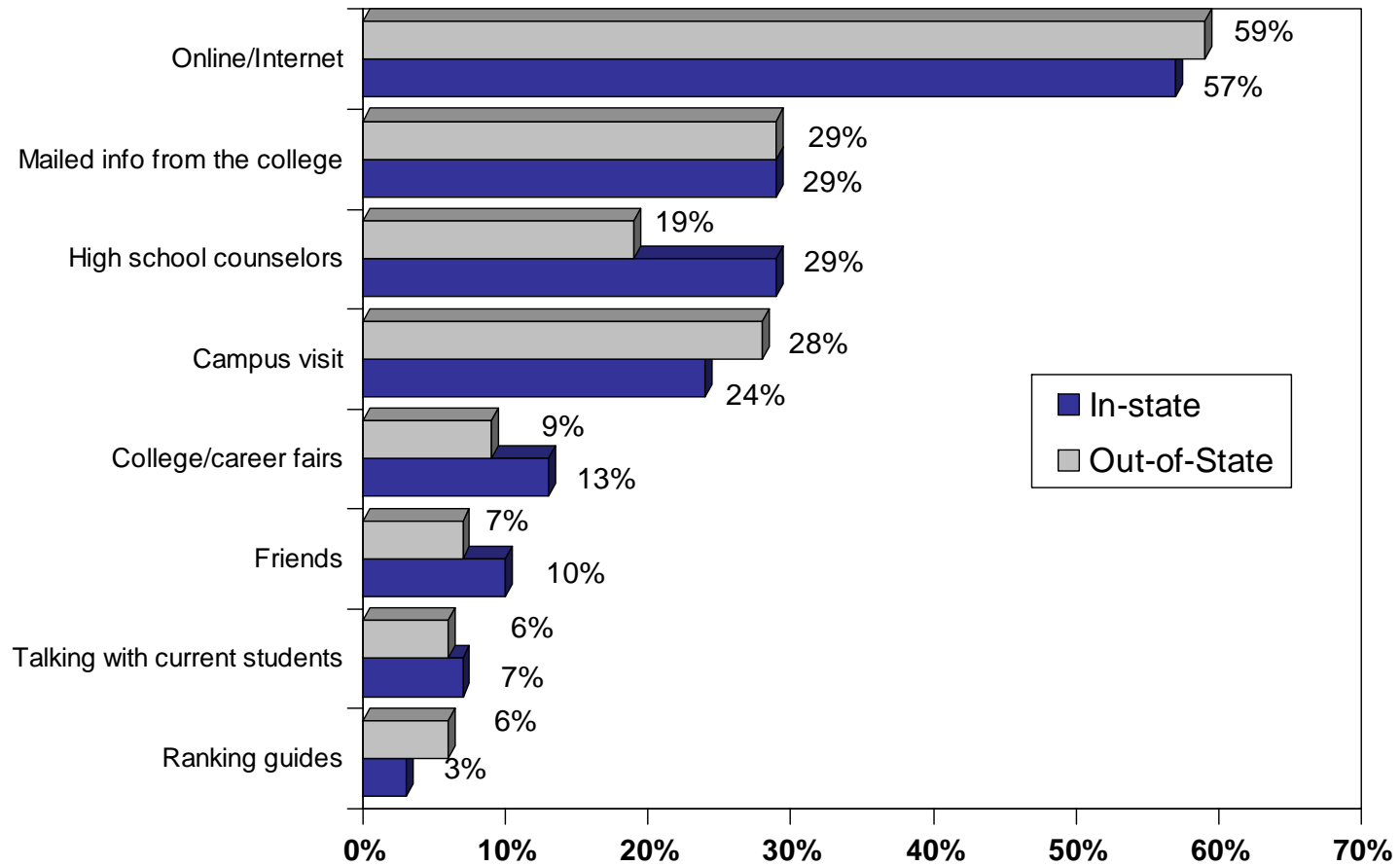
- Both in- and out-of-state respondents find a larger university (with 10,000 or more students) less appealing. Because UK has nearly 19,000 degree-seeking students, we must find a way to convey a smaller college feel to appeal to these prospects
- A medium-sized to large-sized city is most attractive to prospects. UK can communicate Lexington's vast offerings and opportunities for students in terms of entertainment, shopping, etc.



UNIVERSITY OF KENTUCKY

Top Sources of College Information

What sources of information are most useful to you as you learn about colleges and universities?



All Respondents

How UK Rates

- STAMATS conducted survey of 1,032 prospective undergraduate students in Kentucky and contiguous states.

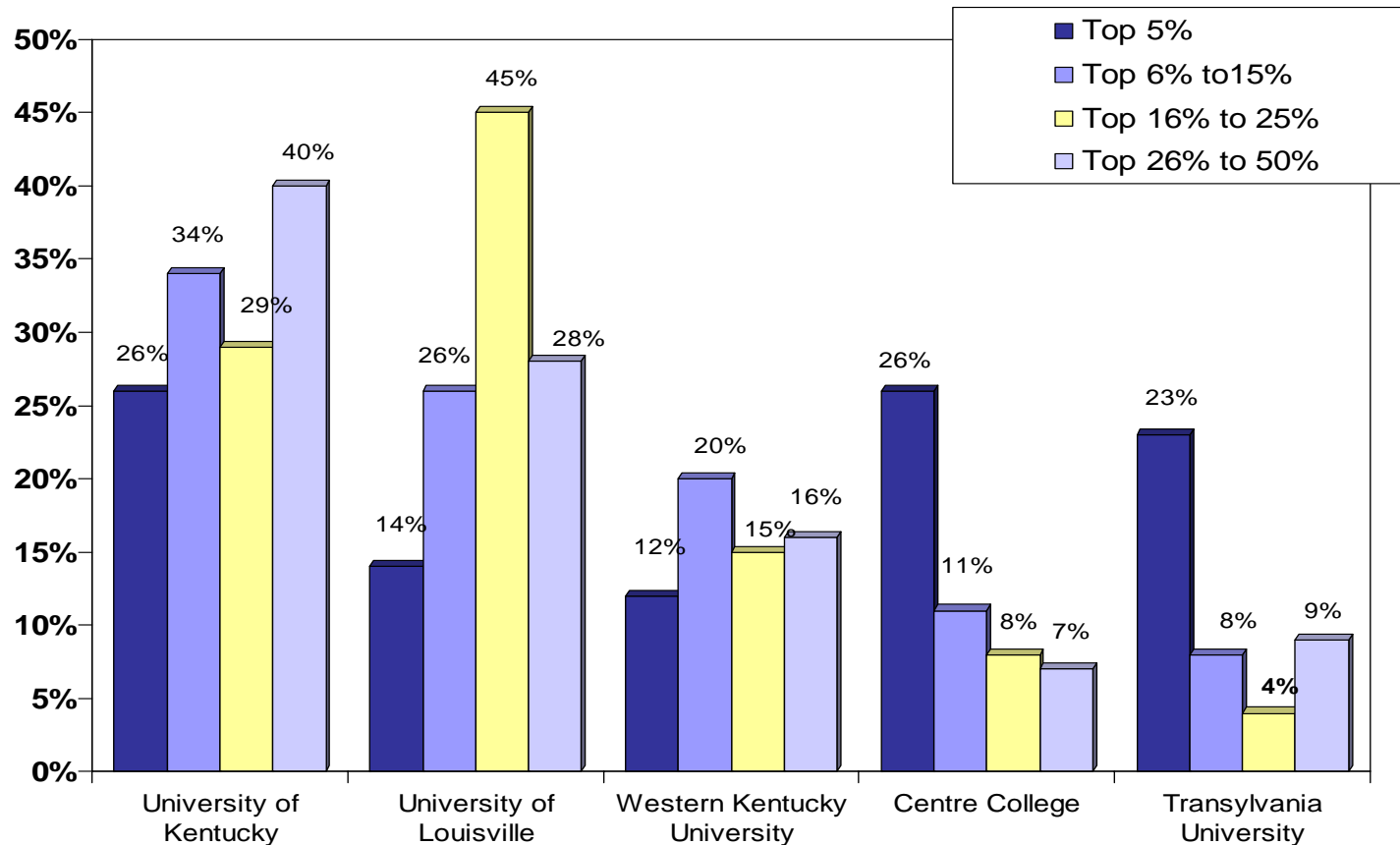
Key results:

- UK is viewed as having a “very good” academic reputation by 31 percent of Kentuckians, and by 11 percent of out-of-state respondents.
- “Strength of programs” was rated “very good” by 33 percent of Kentuckians, and 14 percent of out-of-state respondents.
- Quality of faculty was rated “very good” by 21 percent of Kentuckians, and 16 percent by out-of-state respondents.
- Personal attention from faculty and staff was rated “very good” by 16 percent of Kentuckians, and 12 percent by out-of-state respondents.



Most Preferred Institution by Class Rank

Of these colleges and universities,
which would you most prefer to attend?



In-State Respondents Only

How We Rate Among Out of State Students

- There is a great need for UK to bolster communication in its key out-of-state markets.
- 56% of respondents either have never heard of or are not at all familiar with UK.
 - Illinois 72%
 - Indiana 60%
 - Tennessee 53%
 - Ohio 43%
- Seven high-promise markets have been identified (based on proximity, pool of students, positive awareness of UK, etc.)
 - Cincinnati, OH - Evansville, IN - Charleston, WV
 - Columbus, OH - Nashville, TN
 - Indianapolis, IN - Knoxville, TN



Build Awareness around Academic Quality

- STAMATS and the University worked together to create a strategic institutional marketing plan
- What we've done thus far:
 - STAMATS facilitates discussions and brainstorming
 - A brand stewardship committee created
 - A series of workshops conducted
 - Web development and related technology
 - Site map and current inventory
 - Graphic treatment
 - Attention to emerging technology
 - **Created concepts generated**
 - Focus groups to test concepts



Marketing: Where We've Been

Citric acid and H₂O
50¢ per glass

Looks like our science and math initiative is catching on.

With a \$22 million grant, the University of Kentucky is reforming math and science in grades K through 12. And it shows. In better test scores and more interest in both subjects. It's just one of the many ways UK is changing the state.

UK
UNIVERSITY OF KENTUCKY
Dream. Challenge. Succeed.

To learn more about how UK is changing the state, visit www.uky.edu.

Text Only
Mobile Users

UK UNIVERSITY OF KENTUCKY
Dream • Challenge • Succeed

About UK

- Academics
- Research
- Outreach & Engagement
- UK HealthCare
- Students
- Parents & Visitors
- Alumni
- Faculty & Staff

Hub @ WT'S
A Passion for Information

Carol Diedrichs
Dean of Libraries

[Read more »](#)

More News

- National TV Highlights 2007-08 Men's Basketball State
- UK Holds Open House for New Basketball Practice Arena

Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

University of Kentucky Lexington, KY 40506 (859) 257-8000
UK - An Equal Opportunity Institution

Through education, healthcare and economic development, we're helping Kentucky reach its full potential.

At the University of Kentucky, we're working to improve the Commonwealth through 24 initiatives in every corner of the state. We're enhancing math and science teaching in grades K through 12. We're making breakthrough discoveries in healthcare. And UK is attracting the best and brightest students who will create more opportunities for everyone. Together, we're making our Commonwealth an even better place.

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Dream. Challenge. Succeed.

To learn more about how UK is changing the state, visit www.uky.edu.

Too many Kentuckians don't have dental care. So our dentists go to them.

Through its outreach, the University of Kentucky's College of Dentistry has provided care to over a quarter-million Kentuckians in the past 25 years. It's just one of the many ways UK is changing the state.

UK
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Dream. Challenge. Succeed.
www.uky.edu

UK
UNIVERSITY OF KENTUCKY
College of Dentistry
Mobile Dental Unit

To learn more about how UK is changing the state, visit www.uky.edu.



UNIVERSITY OF KENTUCKY

Dream. Challenge. Succeed.

The Future of the UK Brand



see blue
introducing to you

concept | background



In the contiguous states, we “own” the color blue.

brand creative

Elements of the University's Brand

The brand clearly defines what the audience can expect from their interactions with the University of Kentucky: this is a school where future and career-focused students can take advantage of the wealth of extracurricular and academic opportunities, while enjoying great pride in the comprehensiveness of their chosen program, a genuine camaraderie with their professors and the excitement of an institution vital to broader community and national development.

vivid descriptors

Academic Excellence

UK has 70+ academic programs that are ranked nationally. It is also one of only seven universities that offers a comprehensive slate academic offerings (bachelor through professional school).

Institutional Pride

UK is a compelling institution for its degree of pride and tradition. Everyone here loves being here – demonstrated by the lack of other schools' apparel around campus. Further, there is a special sort of sports fans here that embodies UK pride and tradition – the essence of UK athletics.

College-like Community

Students, faculty, and staff alike all spoke of the close personal relationships they enjoy. Many students shared surprise, saying that was a WOW factor for them as they never expected a school of this size to offer such a personal and supportive environment.

Moving Forward

In keeping with the Top 20 Business Plan, UK is on the move. Correspondingly, the energy of students and employees improving a great University is reason to celebrate.

concept | tagline

see blue
in everything we do

“See blue” rides the coattails of Wildcat sports fever by co-opting the school colors, immediately associated with sports activity. Additionally, the concept ties in with the enthusiasm and pride that is associated with being at UK. The concept aims to correlate and place on par the academic accomplishments of UK with the success of our athletic teams

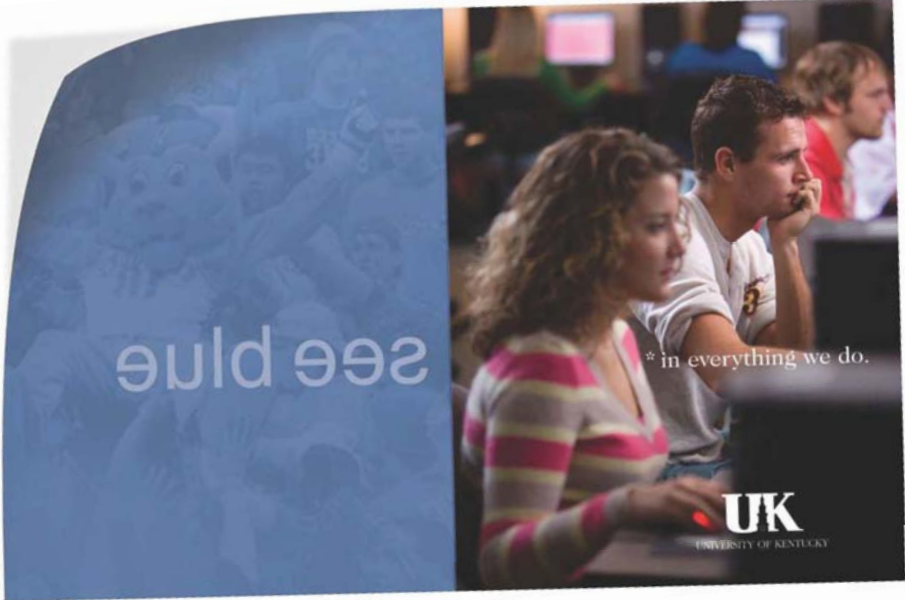
logo | word mark



brand images



sample view book



sample campaign piece

UK

INTRODUCTION

Dear Friend of University of Kentucky,

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Sincerely,

Lee Todd Jr.
President Lee T. Todd Jr.

campaign blue

educating leaders

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RESEARCH
FACILITIES
SOCIOLOGISTS

UK
UNIVERSITY OF KENTUCKY

INTRODUCTION

RESEARCH

FACILITIES

SOCIOLOGISTS / GRANTS

TECHNOLOGICAL ADVANCE

campaign blue

educating innovation

Campaign for educating tomorrow's leaders and learners to inspire the next generation of innovators and researchers.

sample print ad



see blue
* in everything we do.

Cici switched majors three times in two years. Then she discovered nuclear biology, and soon was awarded the Ribble Undergraduate Research Scholarship from the UK Department of Biology. Now, having won 2nd place in the Hammond "Excellence in Chemistry" Competition, she still can't decide between genetic endocrinology, or space medicine. At least she won't have to move out of her apartment.

UK
UNIVERSITY OF KENTUCKY



see blue
* in everything we do.

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UK
UNIVERSITY OF KENTUCKY

sample direct mail



execution presidential postcard

UK has achieved its billion dollar capital campaign. Having raised \$1 billion and \$22 million in UK's first-ever comprehensive capital campaign, UK reached its billion dollar goal nine months ahead of schedule. UK is one of only 31 American universities that have successfully completed campaigns of \$1 billion-plus.

The campaign has been a marvelous achievement, as UK was able to bring in 640,000 gifts from 122,000 donors. Those gifts helped add to Kentucky's brainpower, supporting academic and research programs across the university community.

The campaign blends perfectly with our Top 20 Business Plan, which calls on UK to pay for 40 percent of the plan internally. Private donations combined with the university's continued focus on cut expenses and increase efficiency – will be critical to UK's Top 20 success.

Accomplishing this goal would not have been possible without the support of Kentucky's elected officials and the Bucks for Brains program, which provided UK with the opportunity to match \$208 million in private gifts. Bucks for Brains helped create 85 endowed chairs and 190 endowed professorships, supplying Kentucky with the type of talented faculty and researchers the state needs to compete in a global marketplace.

Additional accomplishments

- Andrew Lynch, a junior from Corbin, Kentucky majoring in chemical engineering, was awarded three of this nation's most prestigious scholarships. He was named a Udall, Goldwater, and Beckman Scholar.
- UK's Cardiovascular Research Center is ranked 18th for American Heart Association funding, which places us just behind Johns Hopkins University. UK is ranked ahead of prestigious institutions like the Cleveland Clinic and the University of Michigan.
- A pair of UK College of Arts and Sciences professors, Peter Little and Lisa Zambone, received grants from the Guggenheim Foundation to further their academic research.
- Five University of Kentucky students will receive government-funded Fulbright Scholarships for graduate study and research abroad for the 2007-2008 academic year. This is UK's largest class of Fulbright scholars for an academic year.

Lee T. Todd, Jr.
Lee T. Todd, Jr.
President

THE UNIVERSITY OF KENTUCKY
Office of the President
101 Main Building
Lexington, KY 40506-0032

First Class
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Lexington KY

Kentucky's Billion Dollar Flagship University

There are over a billion reasons why the University of Kentucky is moving forward in its mission to become a *Top 20* public research university.

UNIVERSITY OF KENTUCKY

execution campus map

UK ART MUSEUM:
2007-08 Exhibition Schedule
www.uky.edu/ArtMuseum

OPERA THEATRE:
2007-08

UK DEPARTMENT OF CONTEMPORARY ARTS
February 21-23 & 24
Fuller powered by
suicide when the

UK DEPARTMENT OF CONTEMPORARY ARTS
free and open
in Reynolds Bldg
artists from an
Contemporary

DEPARTMENT OF CONTEMPORARY ARTS
September 20-30
Christopher Duran

DEPARTMENT OF CONTEMPORARY ARTS
November 8-10
W. Rodgers Playb

DEPARTMENT OF CONTEMPORARY ARTS
April 10-12 & 17-19
Productions are pres

DEPARTMENT OF CONTEMPORARY ARTS
Fine-Arts Building on

DEPARTMENT OF CONTEMPORARY ARTS
Choir Fall Concert

DEPARTMENT OF CONTEMPORARY ARTS
in Concert with the UK Symph

DEPARTMENT OF CONTEMPORARY ARTS
ensemble*

DEPARTMENT OF CONTEMPORARY ARTS
ensemble*

DEPARTMENT OF CONTEMPORARY ARTS
ensemble*

DEPARTMENT OF CONTEMPORARY ARTS
ensemble*

DEPARTMENT OF CONTEMPORARY ARTS
of Music and Dance*

DEPARTMENT OF CONTEMPORARY ARTS
Scholarship Benefit Con

DEPARTMENT OF CONTEMPORARY ARTS
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East of Rector Hall.

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THE UNIVERSITY OF KENTUCKY

Read this and you'll *never* get lost.
On campus or in a crowd.

There is no map for finding your way in life. But here at the University of Kentucky, you'll discover the next best thing: opportunities. Being a large, diverse university, we offer more opportunities to challenge yourself than you can imagine. Yet there's a small-town, close-knit college community feel everywhere you go. And with hundreds of student organizations and opportunities to get involved on campus, you'll never get lost in the crowd.

UK
UNIVERSITY OF KENTUCKY
www.uky.edu

Campus Map and Visitor's Guide
07-08

www.uky.edu
An equal opportunity university

Kentucky
UNBROKEN SPIRIT

sample homepage

WildcatWEB | News & Events | Directory | Media | Contact



UK
UNIVERSITY OF KENTUCKY

Search
 People Site Index

see **o** **u** *in everything we do.

ADMISSIONS | ACADEMICS | RESEARCH | STUDENT LIFE | ATHLETICS | ABOUT UK | COMMUNITY | UK HEALTHCARE

Information for:

- PROSPECTIVE STUDENTS
- PARENTS
- ALUMNI
- VISITORS & COMMUNITY

GIVE TO UK

LEARN MORE

campaign blue
*educating innovation

News & Events: [» more](#)

- Historic Kentucky Women Writers Conference Returns in September
- Women's Club Awards Scholarships
- Dean's Research Included in "Architectural"

questions | comments

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