CEO as the Brand Leader

Friday, November 16, 2018 CCLC Annual Conference
4:00 p.m. – 5:15 p.m.

Presenters:
Dr. Jose Fierro, President/Superintendent
Cerritos College

Tim Leong, Director, Communications and Community Relations
Contra Costa Community College District
Community College Public Relations Organization

www.ccprocalifornia.org
Overview

- Brand Defined
- Brand versus Marketing Call to Action
- What is Your College Brand?
- Cerritos College: Rebranding Case Study
- Why Your Brand is Important
- Key Takeaways
- Tips for CEOs
- Role for Trustees
- Questions
Brand Defined

Your company’s brand image is the sum total of all the perceptions held by your current, past, and potential customers about your company’s (college’s) specific products and services. Brand attributes include things like quality, value, variety and the shopping experience and contributes to your reputation.

(Trendkite/2015)
Brand Commercial

https://www.youtube.com/watch?v=fPzB61uCioo
Marketing Call to Action

VIEW OUR ENTIRE INVENTORY AT ROZIERFORDLINCOLN.COM

https://www.youtube.com/watch?v=WdAKLcTsIdU
CA Community Colleges CE Brand Ad

https://www.youtube.com/watch?v=6gGYdKaD8ys
CA Community College Marketing Ad

https://www.youtube.com/watch?v=qVdxgIEHZ2c
Your College

- What is your brand? Can you describe it?
- What public relations/marketing efforts are you using to solidify your college brand?
- When was the last time your college conducted a community assessment survey to understand their opinion of you?
- Can you identify an issue/subject/event that occurred recently that could impact your brand?
Rebranding Case Study

Dr. Jose Fierro
President/Superintendent
Cerritos College
Cerritos College: ReBranding Project

- Your assessment of the college brand (what you saw and heard 3 years ago)
- Why you decided to execute a rebranding effort
- What’s your vision? What do you want your community to think about when they talk about Cerritos College?
- Rebranding needs everyone’s involvement: roles for trustees, staff, students?
- Status of rebranding effort: implementation steps taken so far, any measurements that it is working?
Why Your Brand is Important

- Enrollment
- Foundation/fundraising
- Bond measures/parcel taxes
- Hiring the best and the brightest
- Legislative support

- Is it time for your college to re-evaluate your brand?
- Can you afford not to invest in your brand?

Your CEO is the brand leader, and Marketing/Communications implements/coordinates the brand strategies and measures the results
Key Takeaways

Your Brand:
- Sets the stage to influence the community, past/current/future students about your college.
- Investments must be ongoing and should be evaluated and adjusted regularly.
- Brand investments are not the same as Marketing investments.
- Provides the opportunity to successfully achieve your college objectives including enrollment, fundraising, bond measures/parcel taxes, legislative objectives, and hiring the best and the brightest.
- Your College has many ways to influence Your Brand.
How to Influence Your Brand

- Website
- Social Media
- Promotional Material
- Advertising
- Outreach, A&R, Student Services, etc.
- All your employees
- Your community
- Your students
Tips for CEOs

- Assess data that will objectively tell you what your community thinks about you
- Ensure buy-in and contributions from all stakeholders
- Identify the resources to implement the rebranding strategies
- Depend on your marketing and communications staff to provide leadership and guidance in this work
- Some results will not come overnight; it may take years to overcome certain community perceptions
- Protecting and enhancing the brand is ongoing work and doesn’t stop
Role for Trustees

- Participate in the conversations and planning to rebrand your college
- Ensure all trustees are kept informed of the progress and implementation steps
- Support the CEO by promoting his/her visibility and leadership
- Speak with one voice
- Everything you do impacts the brand of your college/district
QUESTIONS?

Thank you!

Dr. Jose Fierro
President/Superintendent
Cerritos College
thurycerritos.edu

Tim Leong
Director, Communications & Community Relations
Contra Costa Community College District
tleong@4cd.edu