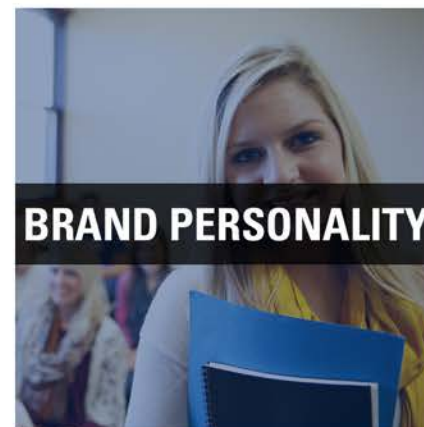


## *Our Brand Story*



**DECEMBER 1ST, 2014**

## What is *branding*?



**Thoughts, feelings, emotions and attitudes  
associated with the logo.**

## **Brand Research**

We reviewed 20 years of marketing history at UNK.

Personal interviews and focus groups with individuals on campus.

Brand & Marketing survey conducted in September with 440 responses from faculty, staff, students, alumni and community members.

## Research Results

What word or phrase should UNK's image and identity best reflect?  
(mark all that apply)

1) Quality Education	76.1%
2) Close student-to-faculty connection	59%
3) Friendly	54%
4) Small and personal	53%
5) Affordable	53%

Top 5 answers from 18 choices



## Research Results

The top 3 reasons people choose to attend UNK.

(This was an open-ended question asking people to use their own words)

**68% of people references size**

(ex: not too big, not too small. Student-Faculty ratio)

**48.5% referenced academics**

(ex: strong academics, leadership opportunities, research)

**39% referenced faculty/professor**

(ex: The professors actually care. More teacher interaction)

**39% referenced Location/Kearney community**

(ex: Amazing community support)

**30% referenced Affordability/Price**

(ex: Affordable, lower costs, scholarships)

## **What people are saying about UNK:** (what's the 1 feeling or attitude that comes to mind)

“Just so welcoming...everyone is interested in helping people achieve great things.”

“A friendly, caring, helpful place.”

“A university that cares about its students.”

“Our Midwestern values and personalities stand out.”

“UNK is a student first university where faculty & staff genuinely care about students' academic success, career readiness and college experience.”

“Students get more attention...students feel important.”

# Developing our core identity.

## *What is UNK known for?*

The University of Nebraska at Kearney sits in the heartland of America – the central part of Nebraska. This area is known for genuinely caring people, and that’s what you find at UNK.

All across campus, this university is full of people with a caring, friendly and welcoming attitude. Students are often surprised by their experience at UNK. It’s different from what they expected. It’s better.

Here we help others when they’re in need. We smile and wave at neighbors driving down the street. We come together in times of struggle and in times of success.

continued...



# Developing our core identity.

## *What is UNK known for?*

At UNK, faculty and staff care about the process of education. They present materials in a meaningful way and meet face-to-face with students as much as possible.

Students aren't "just another number" at UNK. Rather, they're treated as individuals with different learning styles, needs and expectations. Here, we know the individual students and help them based on their individual needs.



**That's great...but *why does it matter?***



How will it entice prospective  
students?

How will it be impactful?

**That's great...but *why does it matter?***

**Because it makes a difference.**



**That's great...but *why does it matter?***

**Because it makes a difference.**

**The environment that exists here and the people across campus make a difference in students' lives. It impacts who they are and what they will become.**

# *We Are Difference Makers*

At UNK, we are all difference makers. We turn ideas into action. we produce results to be proud of. We are innovative: it's not enough just to complete a job, we strive to do it better. We put more care into our work because we're people of integrity. We know it takes strength to make a difference, and making a difference is our strength.

And It's the people who make the biggest difference. Students get the help and support they need to be successful. They meet face-to-face with faculty more often. The campus is filled with people who care enough to make a difference in the lives of students. It's also filled with opportunities to make a difference for others. It's a friendly and welcoming community that leaves a lasting impression on all. That's the UNK difference.



## The 4 Pillars That Make Up *"The UNK Difference"*



1. Strong Academics & Experiential Learning
2. Affordable + Quality = VALUE
3. People Who Care
4. Community Involvement

## Additional Brand Statements:

[ Follow us today. *Lead* the way tomorrow. ]

At UNK, it's the people who make the biggest difference. Here, students get the help and support they need to be successful. They meet face-to-face with faculty more often. They are shown the right way to do things, and then given the opportunity to try it on their own. The campus is filled with people who care enough to make a difference in the lives of students. That's the UNK difference.

At the University of Nebraska at Kearney - *we are difference makers.*



## Additional Brand Statements:

[ Make a *name* for yourself, while making a *difference* for others. ]

Discover new opportunities at UNK. Opportunities that lead to new connections and new passions. Then put those qualities to work by positively impacting the world around you. Here, people know your name. It's up to you what it will be.

At the University of Nebraska at Kearney - *we are difference makers.*

## Additional Brand Statements:

**[ Affordability + Quality = *VALUE* ]**

Students choose UNK, in part, because it's more affordable. They embrace UNK once they realize what they get for their money. UNK offers nationally recognized academic programs with one of the lowest costs in the state. Students here graduate with less debt and more opportunities available to them. That's a valuable difference.

At the University of Nebraska at Kearney - *we are difference makers.*



## Additional Brand Statements:

**[ Experience UNK in ways you never expected. ]**

**You won't just go to class. You won't just meet people. You won't just get involved. Here, there's more. You won't just get a college degree. You'll get an experience that will impact who you are and what you will become. You might be surprised by what you discover. That's the UNK difference.**



**At the University of Nebraska at Kearney - *we are difference makers.***