Brand Research Summary
Agenda

• Brand Goals
• Key Insights
• Brand Strategy Framework
• Strategic Opportunities
• Positioning Strategy
• Next Steps
Goals

• Become a top ten public university with unsurpassed societal impact over the next ten years

Inspire
Student Success

Innovate
Generate Discoveries

Impact
Engage Communities

Foundational Values
Equity, Diversity, and Inclusion
Campus Safety
Health & Well-being
Sustainability
Academic Freedom
Key Insights

• The University of Utah enjoys great familiarity and favorability with Utah residents and affiliated populations

• It is seen as accomplished, respected, and innovative, with a culture of overall excellence; it is also perceived to be less selective than many peer institutions.
  • Attributes most commonly associated include appealing geographic surroundings, size, strong academic programs, and strong athletics programs.
  • Negative factors include low perceptions of value relative to cost, and concerns with campus safety and security.

Source: Cicero Branding and Benchmarking Research, 2020
Key Insights

• High school students in Utah County have positive perceptions of the University of Utah
  • BYU is more polarizing than the U
  • Alignment with personal values is NOT a key decision driver
  • Proximity to home ranks high amongst student priorities
  • Soft enrollment from Utah County may be largely attributable to insufficient marketing and recruitment

• Key decision drivers are educational quality/school reputation, campus life, availability of desired program/degree, location/distance from home, affordability/cost

Source: Cicero Utah County Student Research, 2022
Key Insights

• Positioning “higher education systems” as “leading research universities” increases perceptions that they are going in the right direction
• Nearly 90% of college-educated Americans are satisfied with their undergraduate experience
• Research message outperforms an economic impact message leading research universities
  • Institutions with integrated health systems add credentialing to research message
• The cost of a college education follows inflation, Ukraine, crime, and healthcare as a big problem

Source: AAU Public Opinion Briefing, 2022
Key Insights

• The state of Utah demonstrated leadership and resiliency through the COVID-19 pandemic
  • Third lowest deaths per 100,000 people in the nation
  • Second highest job change rate

• Utah’s economy is well-balanced and consistently in the top five in the nation

• Utah leads the nation in social capital, a measure of support and cooperation; institutional effectiveness; and a philosophy of help, goodwill, and fellowship

Source: Kem C. Gardner Policy Institute, 2022
Brand Strategy Framework

- Four dimensions of brand value that help diagnose issues and build brand equity
- Brands are dynamic and need to be managed
- Within the state, University of Utah brand is strong on stature but lacking on strength
- Outside the state, University of Utah is low on both strength and stature
Strategic Opportunities

**Differentiation**
- Take a leadership position as Utah’s flagship university with a top health system
- Research agenda and student experience
- Develop metrics that demonstrate progress toward goals

**Relevance**
- Better leverage our owned assets to tell the human stories of our impact
- Highlight topical issues/work that reinforce our impact in the state
- Host events important to the community

**Esteem**
- Closer integration and coordination across the institution
- Collaborate with key stakeholders on important issues and problems in communities across the state

**Knowledge**
- Reinforce foundational values
- Growth agenda for the future
- Participate in key national forums that connect us with top ten public universities
Positioning Strategy

• **Within the State**: Utah’s leading research university and health system that benefits every community in the state through research, health care, innovation, education, expertise, and convening power.

• **Outside the State**: Leverage the characteristics and momentum Utah enjoys to build awareness and knowledge of the institution on a national stage.
Next Steps

• Initiate flagship research with AAU in collaboration with U of U Health
• Integrate website management to allow for tracking and optimization
• Develop primary and secondary positioning statements
• Create detailed brand and marketing plan(s) coordinated with U of U Health for internal and external audiences