STRATEGIC BRANDING INITIATIVE UPDATE
Increasingly competitive and dynamic educational marketplace

Transition from a regional to a nationally recognized institution

Shift from traditional ‘academic’ thinking and its resulting approach to adopt a model that is more reflective of a business approach
NOW WHAT: Research & Insights Firm
• Comprehensive analysis of current market dynamics & position
• Initial thinking on where Unity College could go: “What if..?”

EPIC DECADE: Systems Thinking/Design Thinking Firm
• “North Star” vision that will catapult Unity to national prominence
• Compelling and dynamic brand story
• Cultural and business frameworks that elevate Unity into a national brand

STAMATS: Higher Education Analytic Tools
• What students want to learn
• How students want to learn

THE STRATEGIC BRANDING INITIATIVE [DIANE]
THE JOURNEY WE TOOK

SESSION 1
Friday Morning
DISORIENTATION

SESSION 2
Friday Afternoon
DECONSTRUCTION

SESSION 3
Saturday Morning
RE-CONSTRUCTION

SESSION 4
Saturday Afternoon
DIRECTION
WE UNPACKED SHARED ASSUMPTIONS ACROSS 5 DRIVING CRITERIA

ORGANIZING FRAMEWORK

[SARAH]

CENTRAL PEDAGOGY

[JAMES]

NEW PRODUCTS + SERVICES

[DIANE]

CAPITAL INFUSION

[MELIK]

MARKETS

[BETH]

- We're living in an era of post enlightenment education. Self betterment is no longer enough.
- We're living in a sophisticated market where language matters. Beware of buzzwords that might be describing baseline expectations of an equally sophisticated customer.
- We're living in a time when the economics of higher education are being re-written. In lieu of a substantial endowment, we will need to diversify beyond a tuition based model.
- We're living in a time of new economic tools. As we seek greater relevance we will seek the tools that embody such an aspirational brand.
- We're living in a time when place matters. How Unity owns the "In the Middle of Everywhere" promise will define its experience footprint.
3x5 Framework

Organizing Framework
- Grand Challenge Projects
- Catalyst for Social Action
- Sustainable Tourism Meets Place Making

Central Pedagogy
- Making and Deployment
- Environmental Leadership
- Experiential Learning + Entrepreneurship

New Products + Services
- Invention Agency
- Lifelong Learning Programming
- Micro Local Business

Capital Infusion
- Venture Philanthropy
- Crowd-funded / Impact Investment
- Spin-out For-profit Businesses

Markets
- Networked Hubs
- Digital Collaboration Globally
- Origin in Unity / Adopted Globally
- Centralized in ME
- Digital Membership
- Partner for Stakeholder Engagement
- Partner for Local Routes and Global Audience
UNITY AS INVENTION

Invention means no boundaries. By committing to the creation of new knowledge, we’ll be moving beyond the model of teaching existing knowledge. We will own failure as a process of iteration. We will become an institution invested in real world issues.
**So What Will It Take?**

- We need to allocate resources to create real room, allowing flexibility. We have the asset of space, but we need to make it sacred.
- We should change the perception of where and who good ideas come from. As a culture, we must accept and value innovation and make it sacred.
- We must recognize and value the new and shifting roles and structures: students become researchers; faculty becomes doers; classes become teams; school becomes invention agency.
- We must embrace flexibility, cultivate a culture of being able to let go, and bring in experts in change.
UNITY AS MOVEMENT

Unity is a place that gets things done with purpose. With an aligned position and approach to sustainability issues, we’ll get the level of commitment needed to mobilize communities. We become the doers, distributors, and sharers.
SO WHAT WILL IT TAKE?

- We must align on what our school of thought is and means, and how we can make things happen around it. It should be a positive message of moving forward, and we must invest in communication to get it out there.
- The definitions of “students” and “school” will shift.
- We can leverage existing and new intellectual property to codify our school of thought. It should perpetually evolve.
- We should determine what the role of hard science is in this, how to monetize it, and how to stay sensitive to surrounding communities.
UNITY AS DESTINATION

The campus becomes an ecosystem of micro-businesses run by students and guided by faculty in partnership with the community. It will function as a teaching village for immersive learning. Place matters here, but can be extended beyond campus.
SO WHAT WILL IT TAKE?

- We must have an entrepreneurial appetite and gain stronger business and start-up skills.
- We should examine and adapt the “9–5 philosophy.”
- We need to examine and evaluate our sense of autonomy and make necessary shifts.
- Above all, the experience must be authentic.
6 KEY INSIGHTS

1. Healthy organizations are propelled by stories. Internally we live the story. Externally we invite others into the story.

2. Actual impact is the most compelling story of all. It's credible, it's experiential, and our sense of urgency for our subject demands it.

3. An institution focused on sustainability science must put a stake in the ground. Developing the unity way, framing a sustainability intelligence, and training others to practice the unity lifestyle is the story.

4. Unity can become a destination. A place to experience the respite, values, and hands-on building of a way of life. A place where the story comes alive.

5. Sustainability is not enough. Unity passionately studies, advances, and celebrates thriving living systems.

6. The process is the project. The project is the brand coming to life. The master plan for the campus is a catalyst to make the project come alive as the story we are in search of.
[MELIK] [THE BIGGER PICTURE]